

INCORPORATING VANITY FAIR



Fashion for  
Summer

June 15, 1939  
Price 35 cents

Birch



# Cannon Towels



**H**ERE... *IN A SEASHELL*... is what it takes to complete your swimming kit. For serious sun work, you'll want these new Cannon beach and sport towels, big as rugs, in brilliant deep-sea colors. And for the fun of being feminine, you'll pair off your playsuit with Cannon's flower-patterns and water-clear pastels. All soft-woven for your sunburn, super-absorbent, and strong as the tide! And Cannon prices never dull your fun ... big beach towels, from \$1 to \$3. Other smart summer towels, 25c and up. Cannon Mills, Inc., New York.

CANNON TOWELS • CANNON SHEETS • CANNON PURE SILK HOSIERY

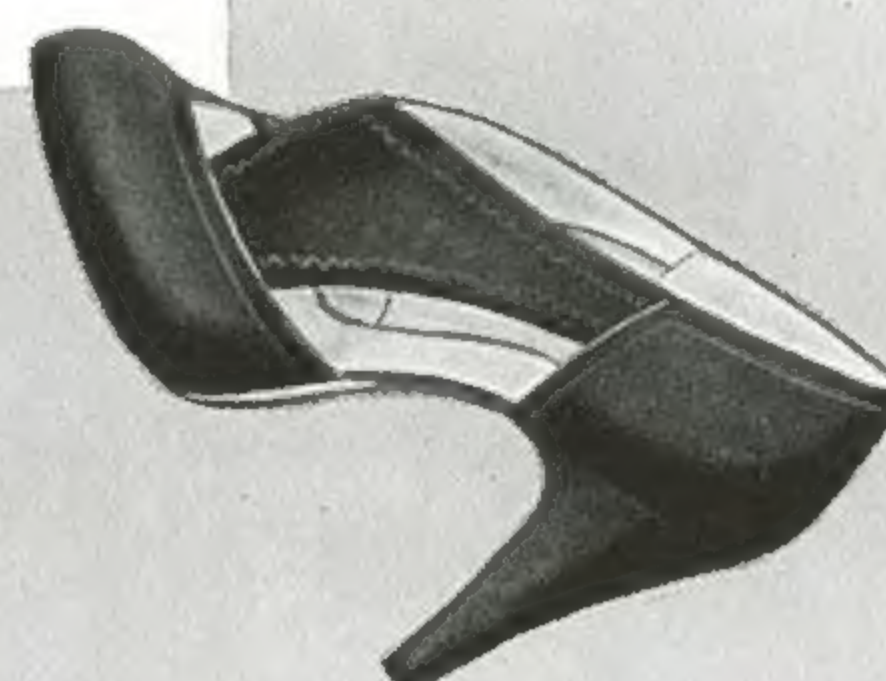
**"CANNON"**  
fine quality  
COLORS GUARANTEED FAST





# Reindeer Fleets

Palter DeLiso's graceful, light-as-air, pre-Fall series with Flower-Fresh *Sanitized*\* Kid Linings



Prophecy of Fall. Winged shoes with vaulting arches, toes with windows for air. In the blackest black reindeer. With an added feature that makes them a double delight and lets you wear them at once, linings of "Sani-Kid," the specially processed "Sanitized" kid lining. Keeps shoes flower-fresh even on the warmest day. Controlled antiseptic properties act to prevent formation of perspiration odor . . . leather deterioration. Feet feel cooler and fastidious grooming is carried one step further . . . in these beautiful Palter DeLiso Reindeer Fleets, amazingly priced at 16.75.

Our Famous Shoe Salon, Second Floor

*Bonwit Teller*

FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK

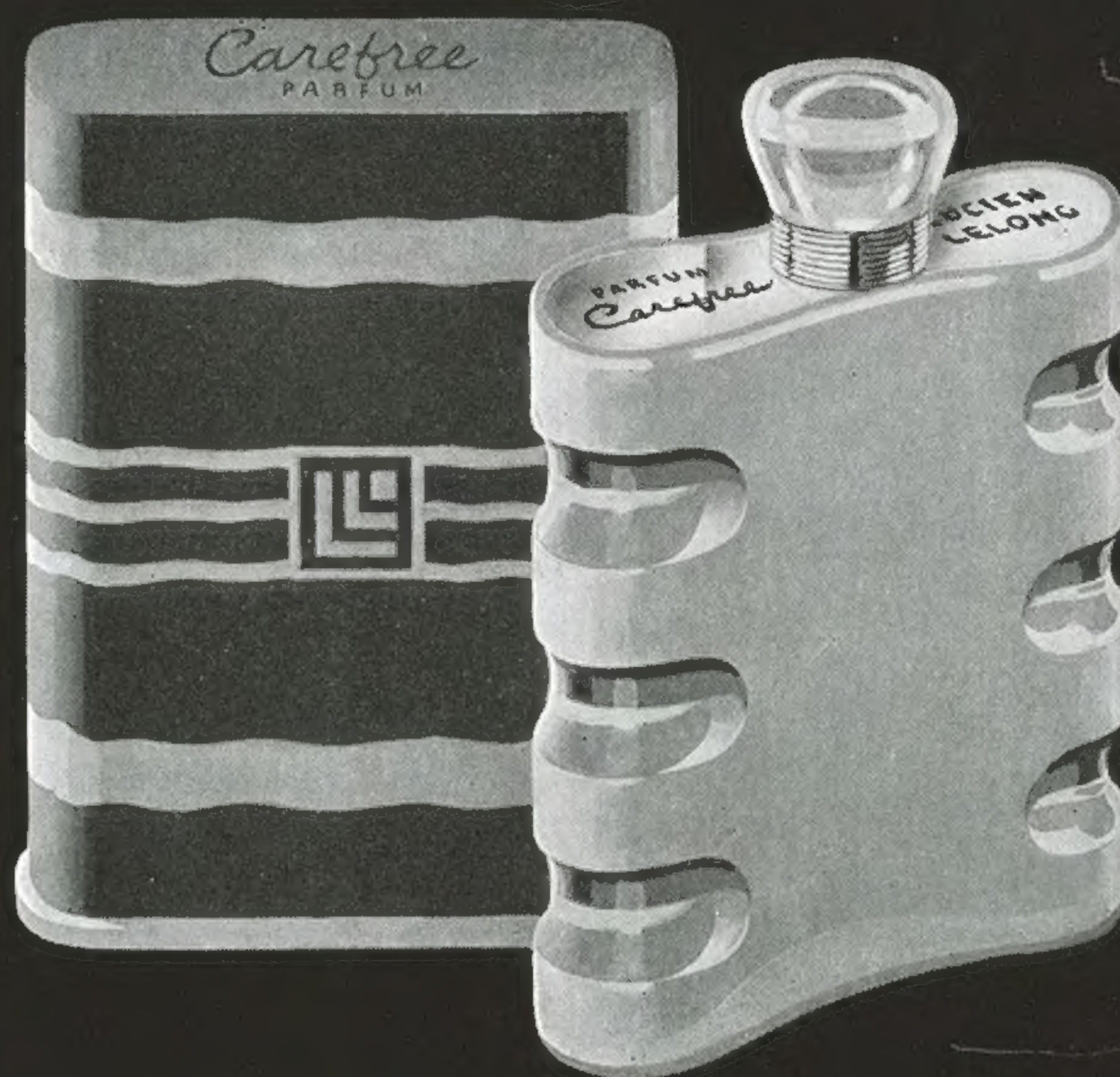
\*Reg. U. S. Pat. Off.



LUCIEN  
LELONG

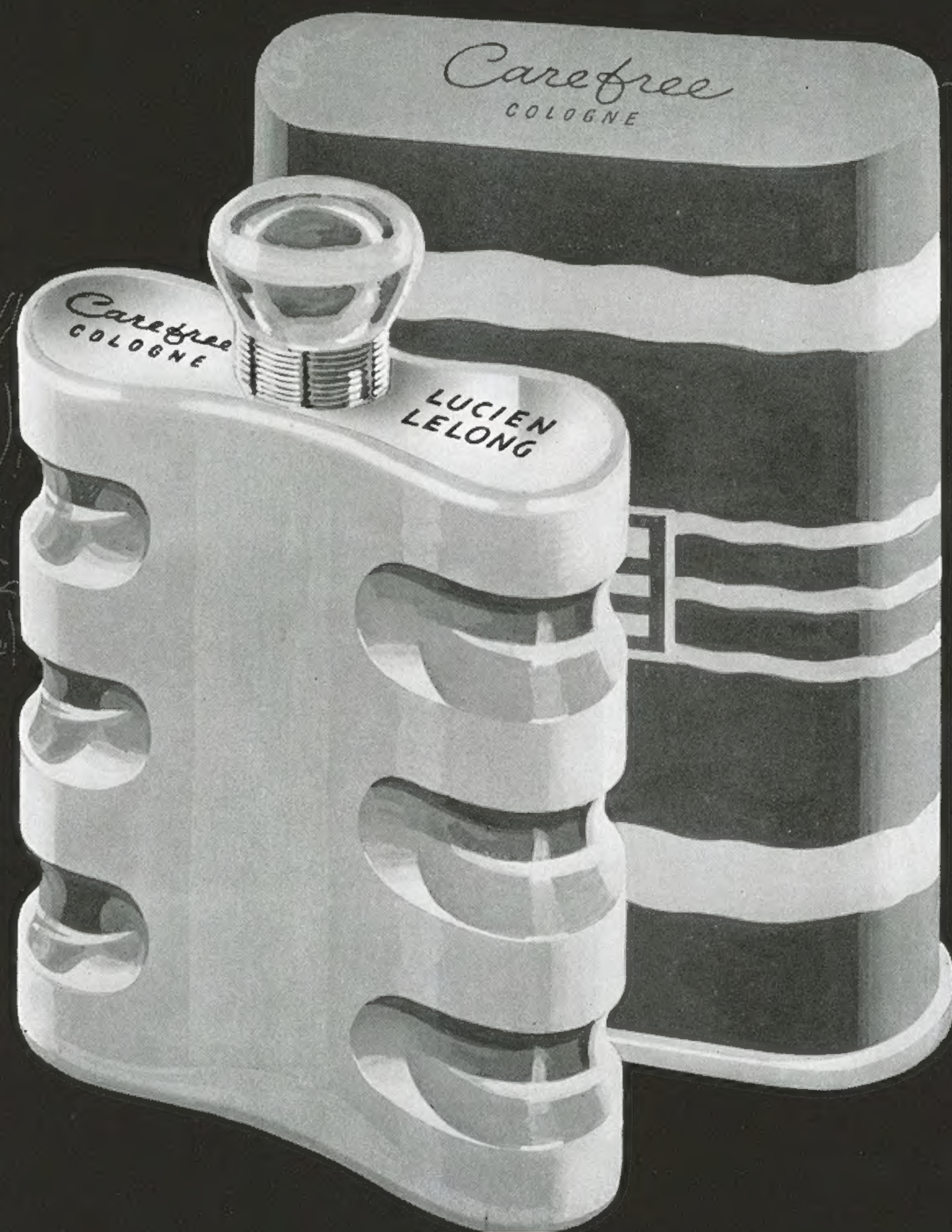
P R E S E N T S

Carefree  
PERFUME...



Wear "Carefree" whenever sun or stars invite you out-of-doors . . . where the greens, the saddle, the courts or the sails call . . . where living has its own grace and tempo expressed in the name and fragrance—"Carefree." One ounce, \$7.50.





... AND ITS COMPANION

*Carefree*

COLOGNE

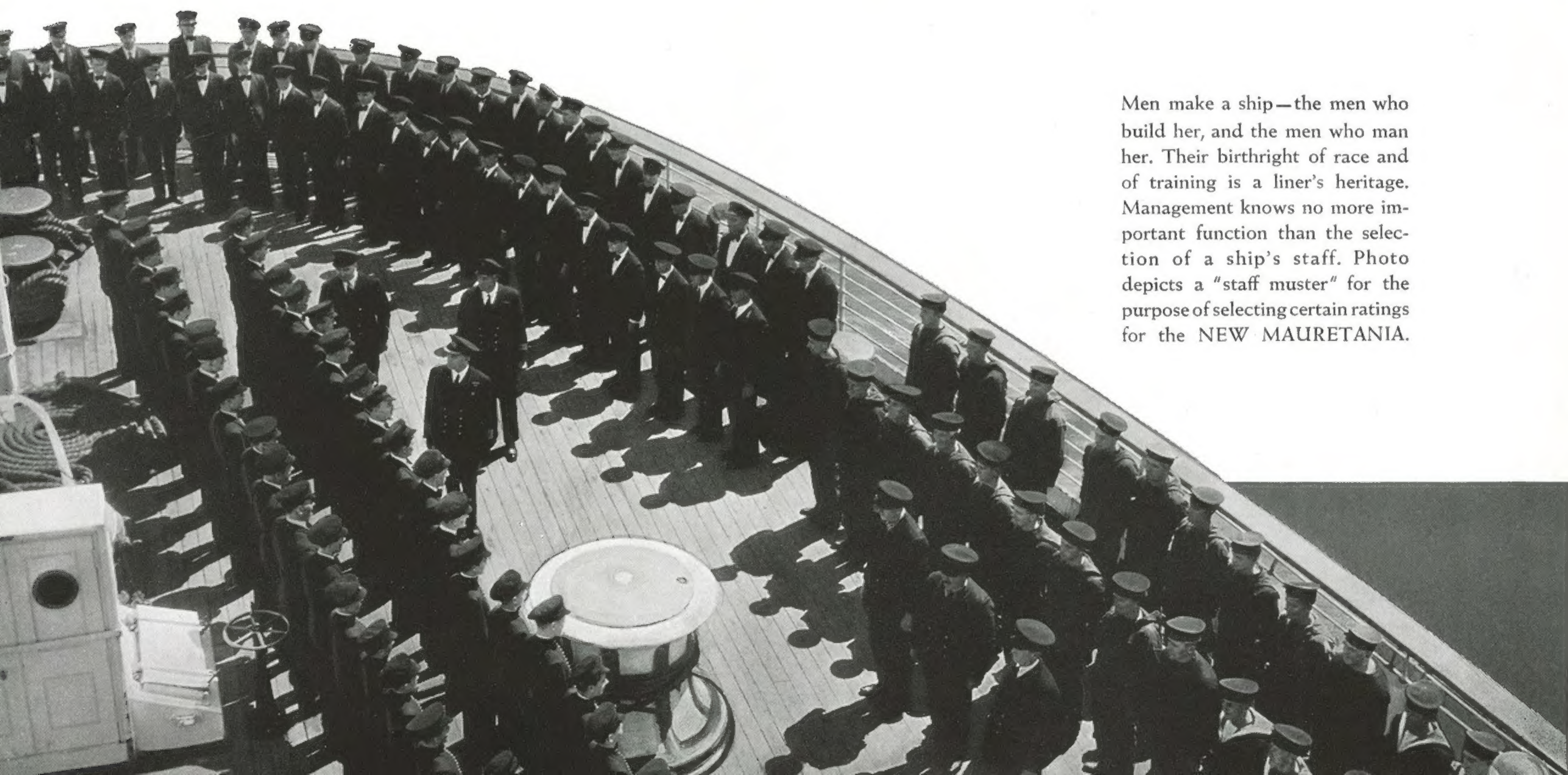
Lucien Lelong's new "Carefree" Cologne has the zest of the woods, the sparkle of a brook. A tangy fragrance men admire... and are sure to "borrow." Four ounces, in a handclasp flacon of notable design, \$3.75.



# The Heritage of a Ship

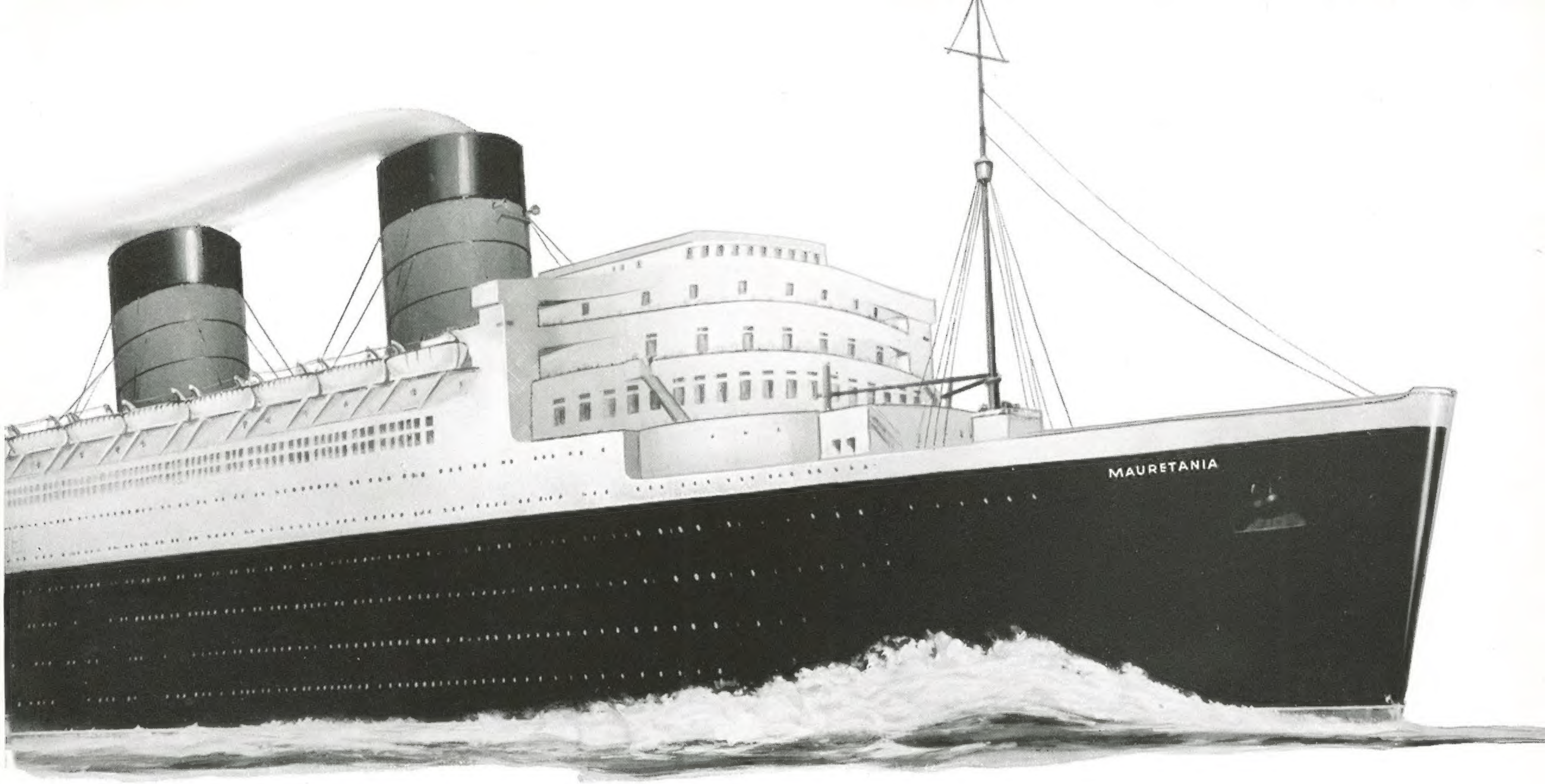


Doubly honoured is the new ship that will make her maiden voyage from New York June 30. Her given name is perhaps the most fondly remembered of them all: MAURETANIA. Her family name is the oldest upon the Atlantic: CUNARD WHITE STAR. And though this alone might seem heritage enough, there is more behind the near-century of Cunard White Star . . . an ancient sea-wisdom . . . a racial instinct which finds expression not only in the discipline of seamen but in the very lines of a hull. ☆ The shipbuilders of



Men make a ship—the men who build her, and the men who man her. Their birthright of race and of training is a liner's heritage. Management knows no more important function than the selection of a ship's staff. Photo depicts a "staff muster" for the purpose of selecting certain ratings for the NEW MAURETANIA.





Britain create a liner as a living thing—christened with devotion, earnestly dedicated to an almost human mission of amity between peoples. The seamen of Britain sail a ship like a living thing—sensitive to her moods, easing her to the seas they know so well. And the stewards, the stewardesses, the page-boys are impelled by the same tradition . . . striving, by every subtle attention, to make you share their pride in their ship. This is the full heritage of the new Mauretania . . . and it belongs equally to every ship of the Line.

Plan to sail from New York when you're there for the World's Fair! Europe is nearer, in miles and dollars. Choose from four sailings a week. Express in the Queen Mary, world's fastest liner, and the Aquitania—to France and England. The new Mauretania, with the motor vessels Georgic and Britannic, provides regular service to Ireland, England and France—as do 14 other famous Cunard White Star liners, sailing conveniently from New York, Boston or Montreal. Cruises every week . . . 6 days to Nassau in the Lancastria every Saturday, \$55 up . . . 13-day Cruise-Tours, with 7 days in Nassau, \$85 up . . . other cruises from 4 to 13 days, rates from \$45. Book now to assure best accommodations . . . your deposit will be applied to a later sailing or will be returned in full should you change your plans. Apply to your local travel agent . . . or 25 Broadway and 638 Fifth Avenue, New York City.

**QUEEN MARY, World's Fastest Liner ★ MAURETANIA, World's Newest Liner**  
**AQUITANIA ★ GEORGIC ★ BRITANNIC ★ CARINTHIA ★ FRANCONIA ★ SAMARIA ★ LACONIA ★ SCYTHIA**  
**LANCASTRIA ★ ALAUNIA ★ ASCANIA ★ AURANIA ★ ANDANIA ★ AUSONIA ★ ANTONIA ★ ATHENIA ★ LETITIA**  
**Now building for 1940, the 85,000-ton QUEEN ELIZABETH, designed as the World's Largest and Fastest Liner**

**THE BRITISH TRADITION DISTINGUISHES**  
**CUNARD WHITE STAR**



## ARIZONA

## Tucson

**Santa Rita Hotel**, 250 rms. Air-conditioned. Tucson Social center; Western hospitality. Fine cuisine; famous dance bands. Polo, Golf. Nick Hall, Mgr.

## ARKANSAS

## Hot Springs National Park

**Arlington Hotel & Baths**. Arthritis, circulatory benefits. Waters owned and recommended by U. S. Government. Golf . . . Fishing. Write for folder.

## CALIFORNIA

## La Jolla

**Casa De Manana**. Distinctive Resort near San Diego on cool shores of the Pacific. Amer. & Eur. plans. A la carte & Table d'Hôte dining room service.

## Lake Arrowhead

**Lodge & Tavern**. Beautiful mountain Lake setting. Golf Course, Tennis, Riding, Sailing. 2½ hours from Los Angeles. Robert Foehl, Manager. Booklet.

## COLORADO

## Brook Forest

**Brook Forest Inn**. A Swiss Chalet at 8,000 feet altitude. Saddle horses and tennis. Excellent food. Write for folder. Edwin F. Welz, owner.

## Colorado Springs

**The Broadmoor**. At the foot of Pike's Peak. Aristocrat of resort hotels—center of social and sports activities in the West. Brochure on request.

## Evergreen

**Troutdale-in-the-Pines**. Luxurious 140-room hotel. In heart of cool Rockies. 30 miles from Denver. Finest cuisine. All sports amid unsurpassed mountain beauty.

## Rocky Mountain National Park—Estes Park

**Stanley Hotel**. Luxurious resort in Estes Park. Riding, fishing, golf, swimming, dancing. Smart tap room. Renowned cuisine. Sensible rates.

## CONNECTICUT

## Indian Neck—Branford



## THE MONTOWESE

Opening in June—74th year under Bryan Management. Delightfully situated on Long Island Sound in midst of beautiful shade trees. Private sandy beach. Sports include: Sailing, fishing, tennis, badminton, dancing. Convenient to golf. Cocktail lounge. Orchestra. American plan. Restricted clientele. Ideal for families and young people. Only 80 miles from New York. Write for Booklet H.

## Old Lyme

**Boxwood Manor** offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. May 15th to Oct. 15th.

## MAINE

## Friendship—Martin Point

**Mayflower on the Sea**. A summering place of marked individuality. Unusual location. Excellent food. Restricted clientele. Write for Illustrated Brochures.

## Moosehead Lake—Greenville Junction

**Squaw Mountain Inn**. Private, sporty golf course. Fishing, swimming, boating. Tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

## Northeast Harbor

**Rock End Hotel**. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

## Ogunquit

**Sparhawk Hall**. At salt water's edge. Surf bathing, sandy beach. Golf, tennis, fishing, riding. Orchestra. Sprinkler system. Elevator. Ogunquit Playhouse.

## MARYLAND

## Baltimore

**The Belvedere**. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at \$3.50.

## Sherwood Forest

**Sherwood Forest Hotel & Cottages**. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

## MASSACHUSETTS

## Cape Cod—Falmouth Heights

**Terrace Gables Hotel**, overlooking Vineyard Sound. Fireproofed, warm bathing, safe for children, boating, fishing. Unexcelled cuisine. From \$6. Open June 10th.

## East Northfield

**The Northfield**. In heart of New England vacationland. Golf & recreational delights, 250 acre estate. Atmosphere of serenity. Traditional N. E. hospitality.

## Magnolia

**The Oceanside**. Coolest, most beautiful spot on North Atlantic. Private beach. All outdoor sports. Summer theatre. Select clientele. Geo. C. Krewson, Jr.

## A DIRECTORY OF FINE HOTELS &amp; RESORTS

## VOGUE'S TRAVELOG

**SHADES OF MARK TWAIN.** The Annual California Horned Toad Derby is to be held this year at Coalinga on Saturday, June 24th. A sixteen foot circle will be drawn in the main street of the town and the general idea is for the frog to get out of the circle as soon as possible. Sounds rather silly but when you consider that a gold cup is awarded to the winner and that the Derby last year drew 150 entrants from all over the southwest, the event takes on added importance.

The main event will be preceded by an "Old Timers' Night" on Friday evening and a parade Saturday morning before other festivities get under way.

## SPORTS' CALENDAR:

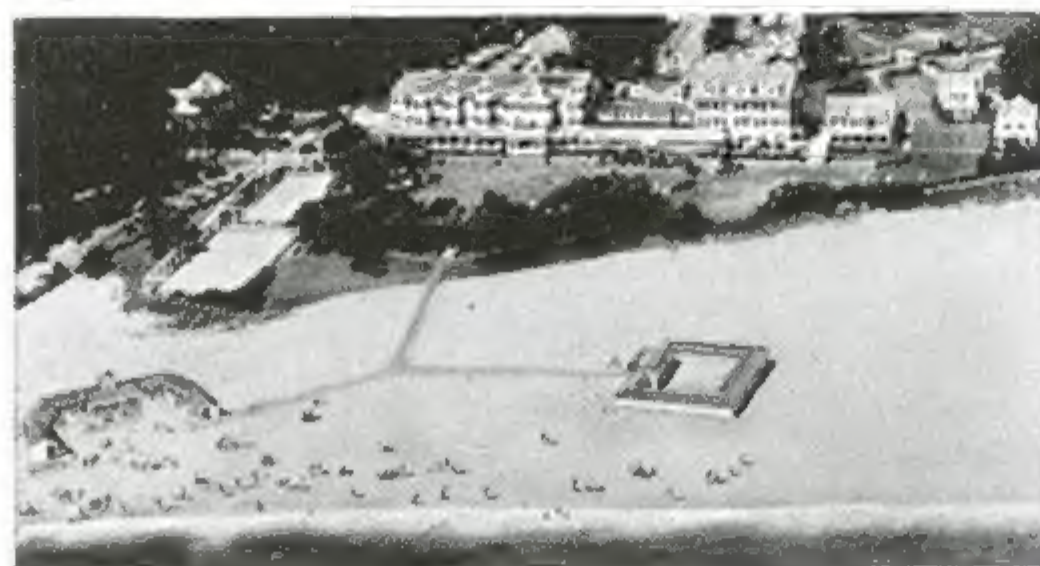
June 18th-25th—Clay Court Tennis Tournament. River Forest Tennis Club, Chicago, Illinois.

June 23rd—Yale Harvard Boat Races on the Thames at New London, Connecticut. Freshman & Junior Varsity Races at 10:15 and 10:45 A.M. Main event listed at 7:15 P.M. Be sure and schedule in advance your reservations for seats on the observation train.

June 26th-July 7th—Wembly Tennis Tournament. Jamaica, British West Indies.

## MASSACHUSETTS

## Cape Cod—West Harwich-by-the-Sea



## THE BELMONT

Where the pines meet the ocean on Cape Cod's delightful South Shore, this famous seaside hotel nestles at the edge of its own private beach—a beach fringed with clear, clean salt water averaging 72 degrees. A splendid family hotel offering a diversity of recreational features. Ideal beach life with buffet luncheons. Opens June 23rd. Benjamin Johnson Estate.

## Nantucket Island—Siasconset

**Beach House**. In picturesque Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

## Northampton

**Wiggins Old Country Store**. Wiggins Old Tavern and Hotel Northampton—combining old charm and modern accommodations. Authentic New England Antiques.

## Swampscott

**New Ocean House**. Where the New England Coast is most picturesque. Private bathing beach. Best clientele. Booklet. Clement Kennedy, President.

## MISSISSIPPI

## Pass Christian

**Inn By The Sea and Cottages**. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

## MISSOURI

## Kansas City

**Riviera-Locarno Apt. Hotels**, 229-235 Ward Parkway. "For fine living." Beauty & charm. Permanent guests. Furn. & unfurn. 3 to 7 rooms. 2 & 3 baths.

## NEVADA

## Lake Tahoe

**Glenbrook Inn and Ranch**. On most famous lake in West. Excellent golf, motoring, lake and mountain sports. One hour west of Reno on U. S. Route 50.

## NEW HAMPSHIRE

## White Mountains—Dixville Notch



## THE BALSAMS—ON LAKE GLORINETTE

4600-acre private estate. Golf on 18-hole championship course, tennis, swimming, fishing, riding, canoeing, shooting, bowling, dance orchestra, archery, movies, special facilities for children. No Hay Fever. Rates \$7-\$12 per day with meals. Housekeeping Cottages. Select clientele. "Ask Mr. Foster." Frank Doudera, Pres. New York Office 630-5th Ave. Circle 5-5240.

## White Mountains—Jefferson

**The Waumbek Hotel**. Amer. Plan. 2,000 Acre Estate. Private 18-hole Golf Course. All sports. Orchestra. Select clientele. Booklet. N. L. Dennis, Mgr.

## White Mountains—North Woodstock

**Hotel Franconia**, in the Franconia Notch. 6½ miles from "Tramway". The most modern hotel in the mountains. Booklet. A. W. Goodard, Owner Management.

## White Mountains—Sugar Hill

**Hotel Lookoff** "The House with the View". 100 rooms—Reasonable rates—Elevator—Orchestra—Free golf. No hay fever. Restricted. July 1-Oct. 1. Booklet.

**Sunset Hill House**. Social and Scenic Center of the White Mountains. Golf on grounds free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

## White Mountains—Whitefield



## THE MOUNTAIN VIEW HOUSE

In an unusual location on a private estate, serving for many years a distinguished clientele, where Hospitality is a tradition and the cuisine and service are outstanding features. Offers all outdoor sports and an interesting social life. Booklet and rate schedule upon request. W. F. Dodge & Son. Season June 15-October 20.

## NEW JERSEY

## Atlantic City



## CHALFONTE-HADDON HALL

One of the most favorably located hotels in this resort. On the Boardwalk central to piers, theaters, shops. 1000 cheerful rooms. Hot and cold salt water. Long Ocean Decks. A constant program of entertainment. Concerts, Dances. Bicycle garage. Golf and tennis clubs nearby. Tempting meals. Restricted clientele. American and European Plans.

## Atlantic City



## HOTEL DENNIS

Plan wisely this summer to include Hotel Dennis for supreme vacation comfort! Central Boardwalk location, close to all attractions . . . exclusive beach for bathing . . . cool deck lounges . . . sea water and health baths. Cuisine featuring fresh Dennis farm products. 3 hours from New York. American & European Plans. Walter J. Buzby, Inc.

## Atlantic City

**Marlborough-Blenheim**. Central boardwalk, overlooking ocean. American and European plans. 37 years ownership management. Josiah White & Sons Co.

## NEW HAMPSHIRE

## Hanover

**Hanover Inn**, on Campus of Dartmouth College, offers intellectual and recreational opportunities. Golf, tennis, riding, canoeing. Discriminating service.

## Portsmouth



## THE WENTWORTH BY-THE-SEA

A delightful summer home late June to early September. Old in its hospitable charm; modern in its appointments. Privately owned facilities for entertaining relaxation. Golf, tennis, ocean swimming pool, etc. Write for illustrated folder containing complete information and map. Farragut Hotel, Rye Beach, New Hampshire under same management.

## Squam Lake—Holderness

**The Asquam Hotel**. High over lake, wide view of mountains. Established 1880. Restricted clientele. On U.S. 3. \$5 up, per day. Illustrated leaflet.

## White Mountains—Crawford Notch



## CRAWFORD HOUSE AT CRAWFORD NOTCH

Discriminating people return every year to the Crawford House. Up-to-date rooming space—the best of food—Boston Symphony music—Golf—Tennis—Swimming—Riding—Boating—Hiking—no hay fever. Season June 27-Oct. 5. Rates with meals \$6 a day and up. Booklet and diagnosis of weekly rates—address: Barron Hotel Co., Crawford Notch, N. H. or ask Mr. Foster Travel Offices.

## White Mountains—Franconia Notch

**Forest Hills Hotel**. A delightful resort. Golf, tennis, riding, fishing. Relief from Hay Fever. Restricted clientele. Norman Pancoast, Mgr.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers



## NEW JERSEY

## Ocean City

The Flanders. Directly on boardwalk. American plan. 3 sea water swimming pools. 230 rooms with baths. Season to Sept. 25. J. Howard Slocum, Mgr.

## Princeton

The Princeton Inn. Facing golf course and Graduate College. Amer. plan. 100 rms. Fireproof. "Hospitality as in days of old." J. Howard Slocum, Mgr.

## Spring Lake Beach

The Essex and Sussex. A distinctive ocean front summer hotel—private bathing beach—two hours to New York World's Fair. C. S. Krom, Mgr.

## NEW MEXICO

## Santa Fe

Santa Fe Inn. In the cool foothills overlooking historic Santa Fe. Motor trips to Indian Country. Riding. Tennis. American Plan. Jack Wentworth, Mgr.

## NEW YORK

## Adirondack Mountains—Blue Mt. Lake

Blue Mt. House & Cottages—65th year—comfortable accom.—\$4 to \$6 per day, incl. meals. Fishing, golf, tennis, archery, swimming. Restricted. 2050 ft. elev.

## Bronxville

The Gramatan. Restricted. Country surroundings, city convenience. 28 minutes to World's Fair or Grand Central. Daily: from \$3. Weekly rates. Booklet.

## Lake Champlain—Essex

Crater Club. Furnished cottages, baths, open fires; meals at Club. Canoes, bathing, tennis. Golf, riding horses nearby. Social references required. Literature.

## Long Island—Orient Point

Orient Point Inn. Wholesome informal atmosphere. Private beach. Spacious grounds for children. Excellent food. Water view from every window. Fishing.

## Mount Vernon

The Knolls—Ten miles outside New York City over beautiful parkways. Quaint Colonial Inn. Meals & overnight accommodations. Booklet.

## New York City

Allerton House for Women. 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from \$2.50 daily. Weekly rates on application.

American Woman's Club, 353 West 57th St. Ideal for smart women coming to the Fair. All rooms with private bath; single from \$3; double from \$4.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly \$12.50 up. Daily \$2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from \$1 single, \$7 double. Continental breakfast included. Bklt. "VM".

The Beverly—East 50th Street at Lexington Ave. A fine hotel. 20 minutes to World's Fair. Single rooms from \$6. Double from \$8. Suites from \$10.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from \$7 a day. Walk to Central Pk., Radio City, Times Sq.

The Grosvenor—On Fifth Ave. at 10th St. Ideal for World's Fair visitors. 300 rooms. Quiet, convenient. Rooms: single from \$4. twin beds from \$5.

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Quiet, refined surroundings. \$7. & \$8. double; Suites \$10.-\$16.

## NORTH CAROLINA

## Banner Elk

Pinnacle Inn. "Up in the air 4000 ft." Swimming, trout fishing, tennis, riding, hiking. Magnificent scenery. Cool fireproof stone buildings. Illus. folder.

## Blowing Rock

Mayview Manor. 4,300 ft. high in cool Blue Ridge Mts. World-famed scenery. Golf and all sports. Fireproof. Modern. May 15-Sept. 15. Folder "C".

## PENNSYLVANIA

## Eagles Mere

Crestmont Inn, superbly situated on Lake of Eagles (2200 ft. alt.). Golf, tennis, water sports. Distinguished clientele. Folder AH, Wm. Woods, Prop.

## Hershey

Hotel Hershey. One of America's finest. Magnificent setting. Open year around. European & American plan. 4 Golf Courses. All outdoor sports.

## Philadelphia

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Rates begin at \$3.85. Claude H. Bennett, General Manager.

## Pocono Mountains—Buck Hill Falls

The Inn. Four hours from the World's Fair. Utmost in sports. 5000-acre estate. Selected clientele. N. Y. Office; 630 Fifth Avenue, Circle 5-5620.

## Skytop

Skytop Club. Socially restricted. 105 miles from N. Y. Am. Plan. Non-members write Skytop Club, or N. Y. office, Biltmore Hotel.

## RHODE ISLAND

## Narragansett Pier

Green Inn for a summer worth remembering. Restricted Clientele. Surf bathing. Spend your vacation in America and help business to help you. Bklt. C.

## Watch Hill

Ocean House—74th Season—Private Beach—Golf—Riding—Tennis—Boating. Clientele Restricted. American Plan. N. Y. Office: MOhawk 4-1434.

## VERMONT

## Averill Lakes

Quimby's Cold Spring Club. A country seat of distinction for family vacationing, fishing and riding—46th season. Cottages & Main Lodge.

## Dorset

Dorset Inn. The Charm of 1796, the Comforts of Today. Golf—Tennis at the door. Swimming—Trails. "A Treadway Inn." F. O. Whittemore, Owner-Manager.

## VERMONT

## Lake Morey—Fairlee

Bonnie Oaks Inn and Bungalows. Sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. and Mrs. E. H. Page.

Lake Morey Inn and Bungalows. 100 rooms with bath. Our own 18-hole Golf Course, special rates to Inn guests. All other sports. Booklet. W. P. Lyle.

## Stowe—Mount Mansfield

The Lodge at Smugglers' Notch. Alt. 1,350 ft. No hay fever. Saddle horses, trails, tours, tennis. Golf nearby. Restricted patronage. Literature.

## VIRGINIA

## Virginia Beach

Cavalier Hotel and Beach Club. Open all year. 2 golf courses, tennis, riding, fishing, swimming pool. Roland Eaton, Managing Director. Write for Booklet W.

Dundee Inn. On the Ocean—Steamer Chairs. Charming Colonial Atmosphere. Superb meals. Spring-Air Mattresses. All sports. Mary W. Boyd, Innkeeper.

## WEST VIRGINIA

## White Sulphur Springs

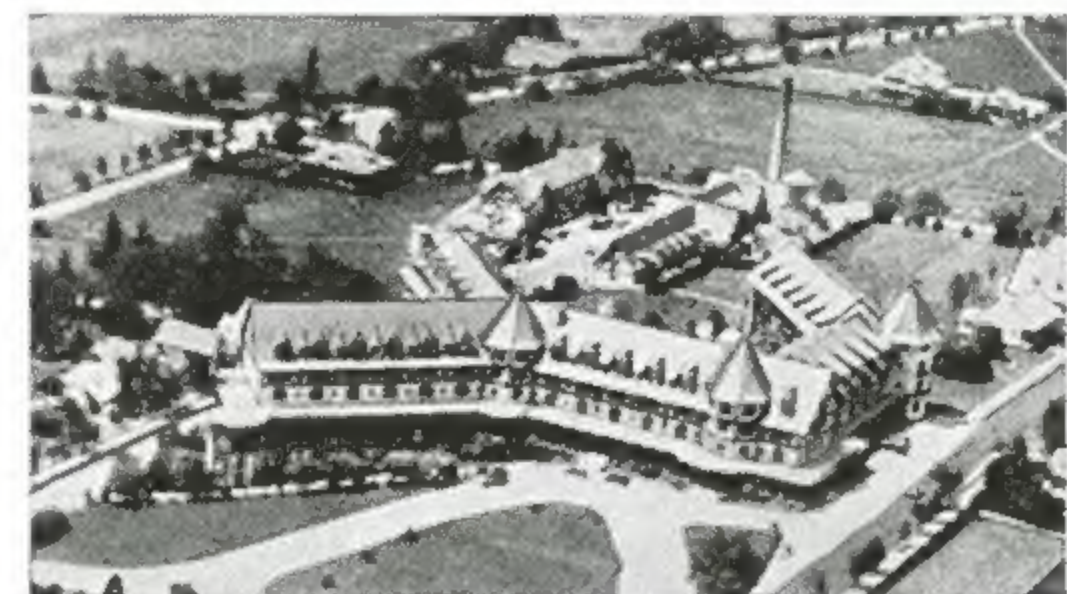


THE GREENBRIER HOTEL

Thousands who could easily afford it annually forego a visit to The Greenbrier because they have heard a false rumor that it's "the highest-priced hotel in the country." Yet, with all its attractions, The Greenbrier's charges are on a par with first-class hotels. So don't deprive yourself of a visit, well within your means, to "America's Most Beautiful Resort." Write for tariff folder.

## CANADA

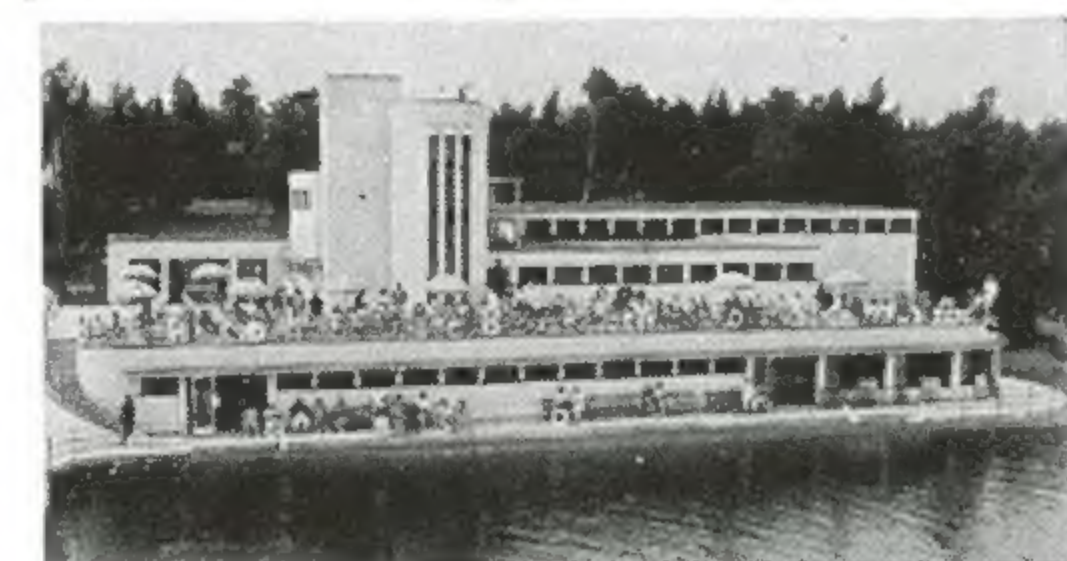
## New Brunswick—St. Andrews



ALGONQUIN HOLIDAY COLONY

In St. Andrews-by-the-Sea, New Brunswick, Canada . . . only 15 minutes from Maine. The Algonquin and its colony of cottages offer you 2 golf courses, 4 tennis courts, putting or bowling-on-the-green, riding, swimming, fishing! In the evening, dancing to modern swing in the gay casino . . . latest talkies! See your travel agent or any Canadian Pacific office, or write direct.

## Quebec—Ste. Marguerite du Lac Masson



DOMAINE D'ESTEREL

"Le Paradis des Sports." Sky high in Laurentians' wilderness-heart, 7000 breathtaking acres of mountains and lakes—with Hotel, rustic Lodge, Sporting Club, cottage colony, Community Center and shops, etc. Every summer sport and pastime. Restricted clientele. Write for booklet. Rates: \$3.50 to \$8.50 American Plan. Ste. Marguerite du Lac Masson, Quebec.

## DUDE RANCHES

For you who like the sagebrush and the open spaces.

## CANADA

## Skookumchuck—British Columbia

S Half Diamond—operating ranch bet. Glacier & Banff. Fine horses, beautiful lake. Range & mt. trails, pack trips. Modern. Great Northern to Eureka. Bklt.



## Set your own pace for PLEASURE aboard these fine Holland ships

To **ENGLAND**  
**FRANCE**  
and **HOLLAND**  
from **NEW YORK**

VEENDAM . . . . . June 17; Aug. 12; Sept. 9  
STATENDAM . . . June 22; July 13; Aug. 3†, 24  
NOORDAM (New)\* . . June 24; July 22; Aug. 19  
VOLENDAM . . . . . July 1; Aug. 26  
NIEUW AMSTERDAM . July 3, 25; Aug. 15; Sept. 5  
ZAANDAM (New)\* . . . July 8; Aug. 5; Sept. 2

\*To Rotterdam only, Tourist Class Exclusively—all outside rooms with bath †Sails from Boston Aug. 4

Broad decks for games and dancing—inviting pools and spacious, well-appointed accommodations with superb food and truly gracious service—all mean that you can set your own pace for pleasure when you cross to Europe or take a cruise

aboard a ship of the Spotless Fleet. And where else but on these ships of Holland would you expect to find crews who were born to the sea—such downright spotlessness—or a genuinely friendly atmosphere so much a matter of tradition?

### SPRING AND SUMMER CRUISES

JUNE 14—Bermuda, Nassau, Havana—S. S. Rotterdam—11 Days—\$97.50 up  
JUNE 29—Bermuda—S. S. Rotterdam—5 Days \$60 up  
JULY 14 and 28—Curacao, La Guaira, St. Thomas—S. S. Veendam—13 Days—\$130 up  
SEPT. 1—Halifax—S. S. Rotterdam—3½ Days \$40 up  
SEPT. 9—St. Thomas, Trinidad, La Guaira, Curacao—S. S. Rotterdam—13 Days—\$125 up

The ship is your hotel throughout all these cruises

For rates and full details on cruises and sailings consult your authorized Travel Agent, or write Dept. V, Holland-America Line, 29 Broadway, New York City, BOWling Green 9-5600. Branch offices and agents in principal cities.

# Holland-America Line



## THE SPOTLESS FLEET





*Avoid Money worries  
when traveling*

## CARRY AMERICAN EXPRESS TRAVELERS CHEQUES

The beauty of Venice at sunset... the thrill of Paris... the mellow charm of an English cathedral town... can be enjoyed all the more if you know that your travel funds are safeguarded with American Express Travelers Cheques.

No need to worry about the danger of carrying "loose cash." These familiar blue cheques are acceptable anywhere and spendable anywhere. They are your own "personal funds," bearing your own name. When you purchase them, you place your signature in the upper left-hand corner of each cheque. To spend them, you countersign them in the lower left-hand corner. No one can spend them but you! If lost or stolen, uncountersigned, their value is refunded in full.

And they afford you the courtesies of American Express Travel Service abroad, at offices the world over, for mail, cables and local information; moreover, at principal frontiers, depots and piers, English-speaking couriers are stationed to assist you in every way.

In denominations of \$10, \$20, \$50 and \$100. The cost is only 75c for each \$100. For sale at Banks everywhere.

## AMERICAN EXPRESS TRAVELERS CHEQUES

## Baden-Baden

Among all the watering places of Germany, Baden-Baden is the most international in character, beautifully situated

## in the Black Forest

Renowned English speaking specialists for treatment of rheumatism, gout, arthritis, neuralgia, sciatica and affections of the respiratory organs

Magnificent motor roads and highways • International Contemporary - Music - Festivals • International Horse-Races (last week in August) as part of the Grand Week with its international tennis-, golf-, dance- and bridge-tournaments

\* 18 hole golf-Course, miniature golf links, swimming pool, riding, hunting, walking (conducted tours)

*Casino: Roulette - Baccara - Klondyke*

For information apply to Bader- und Kurverwaltung, Baden-Baden, Augustaplatz 1, or the German Railroads Information Office, 11 West 57th Street, New York, and all important Travel Agencies

## VENICE ITALY

### VERONESE EXHIBITION

APRIL 25—NOVEMBER 4, 1939

### MUNICIPAL CASINO

OPEN THE YEAR ROUND

Theatre performances and cabaret shows



### LIDO... WITH ITS BEACH

A world-famous playground

### INTERNATIONAL TRAPSHOOTING MATCHES

May to September

### RAILROAD REDUCTIONS

For information apply to  
ITALIAN TOURIST INFORMATION OFFICE  
626 Fifth Avenue, New York City  
and all TRAVEL AGENTS



## RESTAURANTS—dining

**DIVAN PARISIEN**  
17 East 45th St.  
Le Restaurant Par Excellence. Cuisine Française.  
Famous for "Chicken Divan" and special salad.  
Luncheon and Dinner  
Finest vintage wines, and liquors  
Air Conditioning Vanderbilt 3-7897

**JANE DAVIES'**  
145 West 55th St.  
Luncheon 55c, 65c, 75c      Dinner \$1 and \$1.25  
Vintage Wines

**FRANCES LYNN** 52 E. 52  
Smart Clientele, deft service, delicious food.  
The Gainsborough, 222 Central Park S.  
Luncheon 50c, 85c      Dinner 99c, \$1.25

**ALEXANDRA RESTAURANT**—8 East 49th Street.  
Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

**CRILLON**, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon \$1—Dinner from \$1.50 in the Main Dining Room. Dollar London-Buffer-Dinner before theatre in the Bar.

**HENRI** PLaza 3-7130  
15 East 52nd  
Finest food prepared in the true French manner. Luncheon \$1.50. Dinner from \$1.75. Also à la carte. Famous cocktails from 30c • Parisian cocktail lounge.

**THE BLUE BOWL AT 157 EAST 48th ST.**  
specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.25.

**KENTUCKY SERVES A MEAL**  
Featuring Kentucky Mint Juleps.  
Luncheon from 75c—Dinner from \$1.00 to \$1.50  
Elizabeth D. Reynolds, Inc., 15 East 48th St.

**MIYAKO—JAPANESE CUISINE**, 340 W. 58th St.  
Columbus 5-0577. Famous original Sukiyaki—cooked right on your table. Tempra Cuisine. Excellent luncheon & dinner. Open 12 to 11 P.M. Air Conditioned.

**RESTAURANT MAYAN**, 16 W. 51st St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrees from 60c. Dinner prix fixe from \$1.50; also à la carte. Comfortably air-conditioned.

**GRAND CENTRAL TERMINAL RESTAURANT**  
and Oyster Bar. Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from \$1.00, à la carte. Delightfully air-conditioned.

**ROCKEFELLER PLAZA RESTAURANT**—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from \$1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from \$1.00. Cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

**CAFE LOUIS XIV**—15 W. 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix Fixe Luncheon \$1.50, Pre-Theatre Dinner \$2.00, also à la carte. 5 minutes from theatre district. Comfortably air-conditioned.

**CHAMBORD**—803 Third Avenue, N. Y. (EL 5-7180). French Cuisine for the gourmet. Novel kitchen behind glass. Cellar for "Connaisseurs". Lunch from \$1.00. Dinner from \$2.00.

**CAVIAR RESTAURANT**—18 East 49th Street.  
"Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. Wickersham 2-2224.

**JANET OF FRANCE**, 237 W. 52 St., W. of B'way. Famous for "onion soup". Dinner \$1. up; lunch 65c. "Châteaubriand steak. It's always sailing time at Janet's Ship's Bar. Open Sundays. COL 5-8717.

**PATRICIA MURPHY'S Candlelight Restaurants**.  
The Barclay—33 E. 60th St., Manhattan  
The Candlelight—114 Henry St., Brooklyn  
Sophisticated American Foods

**MAISON MAURICE RAVIOL**, 3 E. 48 St. French cooking at its best. Quite the feeling of Paris and ideal for lunch between shopping or a theatre dinner. Excellent seafood and wines.

**CAFE TROUVILLE**  
112 East 52nd St.  
Open for luncheon, cocktail hour and dinner.  
Entertainment during supper.

**JOSEPH'S**—46 E. 52nd St.  
For many years has applied a continental cuisine to good American taste. Selected wines. Luncheon \$1. Dinner from \$1.50. Also à la carte. Tel. WI. 2-8173.

**JIMMY'S CAFE SAVINI** (Formerly 53 E. 54th. Remember Jimmy?) Open for luncheon, cocktails, dinner, supper. Entertainment during supper. Specialty "Chicken Tetrazzini". 39 E. 49th St. EL. 5-8960.

**BARBOUR**  
1 West 52nd Street at Fifth Avenue.  
Special three course luncheon \$.60, served 11:45 to 3. Four course dinner \$1. Soundproofed. Bar and Grill.

THE "RIVIERA" OF AMERICA  
featuring  
**JOE E. LEWIS**  
**RAYE & NALDI**  
**Frazee Sisters**  
**TED FIORITO**  
**Chester Hale's Ballet**  
in "FUN-FAIR" at  
**Ben Marden's**  
**RIVIERA**  
JUST ACROSS THE GEORGE WASHINGTON BRIDGE

## THE GOURMET'S GUIDE



The time for dining out—literally—is here again. You pack your whole family and a picnic hamper into your car, and go in search of a shady grove—preferably one with a brook (for wading). Or you set up a card-table on your porch, or in the back yard, and serve lots of salad and iced tea. Perhaps you dine on the terrace of your pent-house, with the fireworks at the World's Fair for a back-drop. And then there are those of you, a little nostalgic for the *boulevards* of Paris, who will hopefully seek the out-of-door cafés.

And you will not be disappointed. More and more restaurateurs are unscrewing their doors from their hinges and are seating you right out on the streets, or up among the stars. For New York has a new look about it these days. It is acquiring cool, fragrant oases in the midst of the heat and noise and bustle. As adaptable as a two-room apartment, it has, figuratively speaking, stored away its heavy rugs and draperies, and has brought out its summer chintzes and slip-covers. Expansive parks, a new sprinkling of trees, and an increasingly large number of outside cafés invest the city with a new leisurely charm. The Gourmet's Guide leads you to some of these places to dine *en plein air*, convinced that they will make you think that summertime in the city isn't so bad after all.

## RESTAURANTS—dining

**SCHRAFFT'S**. Home of Fine American Cooking. Breakfast, Luncheon, Afternoon Tea, Cocktails, Dinner, Supper, Sodas, Ice Cream, Cakes, Candy, Club. Dinner \$1.35. 33 Schrafft's in Greater N. Y.

**RUBY FOO'S (EAST SIDE)**, 161 East 54th St. Ultra Refined Atmosphere—Finest Chinese Foods. Luncheons 50c to 65c.—A la Carte for Dinner & Supper. Intimate Cocktail Lounge, PLaza 5-2437.

**LA CRÉMAILLÈRE**  
Formerly on the Roof 30 Central Pk. S. Now 24 E. 62nd. Cocktail lounge. Cuisine and Cellar of reputation. Lunch from \$1. Dinner from \$1.75. RH 4-9671.

**4 W. 49th SUSAN PALMER** 11 A.M. to 11 P.M. No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from \$1.00. Try the famous oyster bar.

**LAFAYETTE**—9th St. at University Place. Renowned for French Cuisine since 1833. Prix Fixe Luncheon and Dinner. Also A La Carte. Good wines. Dinner music. Also French Café.

**GOLDEN HORN**—39 WEST 51st ST., N. Y. Armenian-Turkish. Where the connoisseur may find exquisitely prepared and classic dishes of the Orient. Wines and liquors. Tel. EL. 5-8900.

**CHEZ MARIE**—129 East 47th Street  
Continental food served in American atmosphere. Famous for our onion soup. Lunch from 75c, dinner from \$1.50. Cocktail bar. Tel. EL. 5-9348.

## RESTAURANTS—with dancing

**LE COQ ROUGE**—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8837.

**EL CHICO**, 80 Grove St., Greenwich Village. Dine and Dance in the atmosphere of Old Spain. Spanish Revue. Open 6 P.M. to 2:30 A.M. Daily except Monday. Dinner \$1.50 & \$2.00—No Cover Charge. Minimum Weekdays \$1.50—Saturday \$2—Air-Conditioned. CHelsea 2-4645—Listen NBC every week.

**LARUE**—45 East 58th Street. VOI. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper—Air Conditioned to your comfort—Eddie Davis' orchestra alternating with Joseph Smith's orchestra.

**RUSSIAN BEAR**—645 Lexington Ave. (54 St.). America's oldest Russian Rest. Est. 1908. Nationally famed for excellent Russian cuisine. True Russian Atmosphere. Balalaika Music. Dancing. EL. 5-9080.

## OUT-O'-DOORS

**PAVILLON MARGUERY**. A truly French Restaurant. 47th & Park Ave., WI 2-8494. Coolest garden in town protected from sun and rain. Luncheon, Cocktail Hour, and Dinner at popular Prices.

**LITTLE OLD MANSION**—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses. Dine in old world miniature garden. Luncheon 60c up, Dinner \$1 up. Open Sunday 1 P.M. to 8:30.

## OUT-O'-DOORS

**24 WEST 55 ST. CAFE & RESTAURANT** (Rockefeller Apartments—just off 5th Ave.) Cool and restful—lovely shade trees. Luncheon from 60c, large cocktails from 25c, dinner from \$1.00. Also à la carte. Also air-conditioned indoor restaurant.

**ST. MORITZ-ON-THE-PARK**, 50 Central Park S.—Dinner and supper dancing in the cool Sky Gardens. All-star show. Home of Café de la Paix. Featuring America's first Sidewalk Café and Zito's dance music.

**KUNGSHOLM**, 142 E. 55 St.  
Prix Fixe Luncheon 75c. Dinner de luxe from \$1.25, including Smörgåsbord. Cocktail Bar & lounge. Beautiful Summer garden. Music by Muzak. EL. 5-8183.

**CAFE ST. DENIS**—11 East 53rd Street, EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Lunch from 75c. Dinner from \$1.25. Also à la carte. Open air Marine garden.

**PROMENADE CAFE**, Lower Plaza, 49-50 Sts. Rockefeller Center. Superb food in a garden setting. Shade trees—gay umbrellas. Luncheon Entrées from 50c. Prix Fixe Dinner from \$1.50. Music.

**TAVERN-ON-THE-GREEN**—Central Park W. at 67th St. Luncheon from 85c. Dinner from \$1.35. Minimum after 9 P.M. \$1.00. Dancing on the Terrace to Hughie Barrett's Orchestra. Butterfield 8-3954.

## AT N. Y. WORLD'S FAIR

**THE STAR AND CRESCENT**—In the Turkish Pavillon on Market St. Authentic Turkish cuisine in a romantic setting. Famous Turkish apéritif—"lion's milk". Lunch 85c. Dinner \$1.25 and à la carte.

## LOUNGE BAR

**WHALER BAR**—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

## FOOD FOR BEAUTY

**HELENA RUBINSTEIN'S ZURICH LUNCHEON** 715 Fifth Avenue. Where smart women learn to diet for streamlined vitality in an atmosphere of international chic. Four-course luncheon, \$1. to \$1.50.

## NIGHT CLUB

**LEON & EDDIE'S**, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Air-cooled. Continuous Dancing. "Should be visited at least once in every lifetime."

## WESTCHESTER

**ANNA HELD'S COUNTRY INN**—Bronx River Parkway. East of Peekskill. The unique spot in Westchester. Luncheon—Cocktails—Dinner. Visit the Anna Held Museum. Your hostess—Anna Held, Jr.

## LONG ISLAND

**ROUND HILL RESTAURANT**. Séjour des Gourmets. So. Huntington, L. I. Cuisine Française—Fireplace—Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

**BEAU SÉJOUR**, Bethpage. Off route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

**LEO GERARD'S**. Jericho Turnpike, S. Huntington, Rt. 25. Former private estate in woodland setting. Willy Field's orchestra. Specializing in shore dinners and deviled crab. Old pine tap room. Hunt. 650.

**ROSLYN MILL TEA HOUSE**. In Roslyn on route 25A. Old Grist Mill built in 1701, replete with Colonial charm and atmosphere. Luncheon, tea or dinner on terrace overlooking harbor.

**TIFFIN SHOP, INC.** Franklin Ave., Garden City. Enjoy a real American dinner. Colonial atmosphere. Stop in for luncheon or tea when in Long Island's exclusive shopping area. Attractive outdoor terrace.

## NEW JERSEY

**HANS CHRISTIAN ANDERSEN**, Paramus. 15 min. from Geo. Washington Bridge, Route 4. Luncheon, cocktails, tea, dinner. Dutch Oven Chicken & Cape Cod Pecan Pie. Closed Mondays except holidays.

**OLD MILL INN**—Route 32 between Morristown and Bernardsville. Picturesque old inn amid historic surroundings. Delicious food & delightful atmosphere. Outstanding country restaurant. Air conditioned.

## NEW YORK STATE

**THE TOWER INN** (2 miles east of Amsterdam on Route 5, Mohawk Turnpike). Noted for thick steaks and chops, broiled over the coals. Southern chicken, fresh vegetables, crisp salads. Restful surroundings.

## CONNECTICUT

**WAKE ROBIN INN**, Lakeville. Via Eastern State Pkwy. Charming country home. Broad veranda, spacious grounds. Golf, tennis, swimming, riding, Marie, the cook, tempts you with delicious Southern dishes.

**THE BARNACLE**, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. April into November.

**CURTIS HOUSE**, Woodbury—On Route 6, 20 mi. No. of Danbury. Famous Colonial Inn since 1751. Onion soup au gratin, charcoal broiled steak, flaky chicken pie, salad bowl, cocktails. Rooms furnished with antiques in 18th Century atmosphere.

**THE CLARK STUDIOS**, Noank, near New London. Off Route 1, in quaint New England fishing village. High up on hill overlooking the Sound. Outside terraces. Unequalled French and seafood dishes.

**OUTPOST INN**—Route 35, just North of Ridgefield, Conn. Superb French cuisine and irreproachable cellar of rare wines, liquors. A lovely place to spend a week-end, or longer. Telephone Ridgefield 882.

**WHITE TURKEY INN**. Route 7—4 miles North of Danbury, Conn., famous for fine food. Dinners, cocktails. In New York City it's the White Turkey Town House, One University Place, on historic Washington Square. Open Sundays at noon.

**THE SPINNING WHEEL**, Redding Ridge. A country inn open all year; 12:30-8 P.M. Thoughtfully prepared food. Adjacent to Merritt Pkwy.—Route 58. Between Bridgeport & Danbury. Tel. Redding 67.

**THE PETTIBONE TAVERN** (Weatogue), Simsbury, Conn. From N. Y. Route 10, College Highway; from Boston via Stafford Springs. Charming old Tavern of Colonial Days. Outdoor garden. Simsbury 203.

## MASSACHUSETTS

**THE BLACK HORSE INN**—Hingham, Rt. 128 or 3A. On the way from Boston to Plymouth and Cape Cod. Colonial New England at its best. Outstanding food and service. Charming gardens. Hingham 1161.

**THE ANCHORAGE**, Yarmouthport, Mass. Route 6. Typical Cape Cod house in old fashioned garden. Delicious meals on porch or before open fires. Specialty, Austin's hot rolls. Tel. Barnstable 298.

## VERMONT

**MONUMENT INN**  
Bennington, Vermont. One of the Best Inns in New England—French Cuisine—Delightful Rooms. Under direction of Mr. Theodore Titze.

## WASHINGTON

**HARVEY'S FAMOUS RESTAURANT**—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858. Your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

## DWIGHT FISKE

After Theatre in the Cafe Lounge and Snack Bar  
**EMILE PETTI** and his Cosmopolitans

## THE COCKTAIL HOUR

DANCING Daily and Sunday and after the Theatre  
SNACK BAR Luncheon and Dinner Daily and Sunday

**SAVOY-PLAZA**

FIFTH AVENUE • 58th TO 59th STS.



## Boys' Camps

## CAMP RIVERDALE

In the Adirondack Wilderness. 350 acres; 1½ mile shorefront on Long Lake. Estab. 1912. 3 age groups. All usual camp sports; sailing; camping & mountain trips. Well-equipped workshop; music; forestry. Dir.: FRANK V. HACKETT, RIVERDALE-ON-HUDSON, N. Y.

## CAFLISCH CAMP FOR BOYS

Are you looking for the right place for your sons' vacation? Here it is! Limited, selective enrollment, all camp advantages, nominal fee, beautiful surroundings, competent guidance. Ages 6-16, three age groups. M. C. MICHAEL, Dir., UNION CITY, PA.

## Girls' Camp

## WOODLAND

Londonderry, Vt. Christian Girls 5-19. Alt. 1700 ft. All sports. Varied program. Comfortable equipment. Riding. Physician. \$18.50 week. Catalog. Camp Katerskill for Boys, Pownal, Vt., affiliated. Mrs. HERBERT D. LORENZ, BOX 424, BENNINGTON, VT.

You may find the very school you've been seeking listed in these columns.

## Girls' Schools

## HOLMQUIST SCHOOL

College Preparatory, General, Music, Fine Arts Courses. Country residential school with well-rounded student activity and sports program. High standards of scholarship and achievement. Near Philadelphia & New York, at NEW HOPE, BUCKS CO., PA.

## OGONTZ SCHOOL

Accredited. College preparatory and general elective courses preparing for Ogontz Junior College. Secretarial, home-making, dramatics, music, art. Riding, golf. Rydal Hall, separate junior school. Catalog. ABBY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

## HARCUM JUNIOR COLLEGE

2-year college—Diploma. Credits transferable. Fine & Com'l Art, Costume Design, Merchandising, Interior Decoration, Drama, Music, Journalism, Home Econ., Nursery, Sec'y, and Medical Sec'y. All Sports. EDITH HARCUM, BOX V, BRYN MAWR, PA.

## LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music, Home Economics, Secretarial, Art, All Sports. Riding. Pool. Preparatory and General Courses. Moderate Rates. Separate Junior School. F. W. STENGEL, D.D., BOX 96, LITITZ, PA.

## PENN HALL JR. COLLEGE

Accredited 2-yr. College and 4-yr. High School. Part of May at Ocean City. Music, Art, Drama, Home Ec., Int. Dec., Costume Design, Writing, Secretarial. Connecting baths. Sports. Riding. Social life. Catalog:—BOX V, CHAMBERSBURG, PA.

## WARD-BELMONT

Accredited Junior College and High School. Conservatory of Music. Art, Literature, Home Economics, Expression, Secretarial, Dancing, Gymnasium, pool, all sports. For literature, address: ALMA PAINE, REGISTRAR, BOX 105, NASHVILLE, TENN.

## FAIRFAX HALL

Standard accredited work. Two years college. Four years high school. Secretarial. Fine Arts. In Shenandoah Valley near Skyline Drive. All sports. Private stable. Indoor and outdoor pools. WM. B. GATES, PRES., BOX V-6, PARK STATION, WAYNESBORO, VA.

## SOUTHERN SEMINARY


Accredited Jr. College and High School. A School of Character. Blue Ridge Mts. of Va. Music, Art, Dramatics, Home Ec. Merchandising, Phys. Ed. Secretarial. Social training. Sports. 73rd year. ROBERT LEE DURHAM, PRES., BOX V, BUENA VISTA, VA.

## GREENBRIER COLLEGE

Two-year standard college—2-year College Preparatory. Founded 1812. Near White Sulphur. Fine Arts Dept. Secretarial. Recreational and social activities. Fireproof dormitory. FRENCH W. THOMPSON, PRES., DEPT. V, LEWISBURG, WEST VIRGINIA.

## SOUTHERN COLLEGE

Girls taught how to study. Jr. College & High School. Inspiring faculty & social life. Golf, Riding, Swimming. Country Club. 78th year. 8 Diploma Courses. Also Club Woman's Course, Radio Work, Hobbies, Beauty Clinic. Catalog & views: BOX V, PETERSBURG, VA.



**WARRENTON**

Country School for Girls Warrenton, Va. NEAR Washington. French the language of the house. College preparatory and cultural courses. Teaches girls how to study, brings them nearer nature, inculcates ideas of order and economy. Riding. Sports. Mlle. LEA M. BOULIGNY, Principal. Send for catalogue. Box 18, Warrenton, Va.

## SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,  
Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

## Girls' Schools

## MARYMOUNT COLLEGE

LOS ANGELES, CALIFORNIA

Two-year accredited College and four-year High School. Music, Art, Dramatics, Secretarial, Journalism, Home Economics. All out-door sports—Resident and Day School. 10643 SUNSET BOULEVARD.

## THE BISHOP'S SCHOOL

Episcopal Resident & Day School for girls. Prepares for Eastern and Western colleges. Intermediate grades. Modern equipment. Art, Music, Dramatics, all Out-door sports. CAROLINE S. CUMMINS, M.A., VASSAR, HEADMISTRESS, LA JOLLA, CALIF.

## HACIENDA DEL SOL

TUCSON, ARIZONA

A non-profit educational association offering accredited preparatory school and junior college courses for girls 10 to 20. GEORGE W. FERGUSON, PRESIDENT; DORIS CHOATE OESTING, PRINCIPAL.

## JOKAKE SCHOOL FOR GIRLS

On the southern slope of Camelback Mt. in Ariz. near Phoenix. College preparatory and general courses. Music, art, dramatics, dancing. Riding, swimming, pack trips. MISS LILIAS D. BILL, HEADMISTRESS. GEORGE D. ASHFORTH, DIR., JOKAKE, ARIZ.

## FERRY HALL

High School and Junior College. Fully accredited for college preparation and college transfer. Music, art, dramatics. Swimming, tennis, riding. On the shore of Lake Michigan, 28 mi. from Chicago. 70th yr. Catalog. ELOISE R. TREMAIN, BOX 4, LAKE FOREST, ILL.

## MILWAUKEE-DOWNER

SEMINARY

88th year. Preparation for outstanding colleges. General curriculum. Distinctive faculty. Small classes. Art, music, dramatics, sports. Spacious campus. Catalog. HELEN V. BURTT MASON, HEAD, MILWAUKEE, WIS.

## KEMPER HALL

Episcopal School preparing for all colleges. Accredited. Beautiful lake shore campus. Unusual opportunities in Art and Music. Complete sports program. Also Junior School. 1½ hours from Chicago. Address: REGISTRAR, BOX V, KENOSHA, WISCONSIN

## HOMEMAKING

SCHOOL OF DOMESTIC ARTS AND SCIENCE (Clever, short-cut methods. Time and Money Management, Cooking, Table Service, Sewing, Marriage Guidance. Practice apartment, nursery school experience. Catalog V., 350 BELDEN AVE., CHICAGO.

These schools will give special consideration to letters from readers who mention VOGUE.

## FAIRMONT COLLEGE

Accredited Junior College and 2 year High School. Advantages of Capital. Liberal Arts, Secretarial, Merchandising, Music, Art, Costume design, Radio Broadcasting, Social life. Sports. Riding. Catalog: 1713 MASSACHUSETTS AVE., WASHINGTON, D. C.

## CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Catalogue. Mrs. F. E. FARRINGTON, REGENT; PHILIP MILO BAIL, PH.D., PRES.; CHEVY CHASE SCHOOL, BOX S, WASHINGTON, D. C.

## MARJORIE WEBSTER SCHOOLS

Junior College, Secretarial Science, Physical Education, Dramatic Art & Dancing, Fine & Applied Art. Modern dormitories on 10-acre campus. Swimming Pool, Gymnasium. Placement service. Catalog. ROCK CREEK PARK ESTATES, BOX V, WASHINGTON, D. C.

## KING-SMITH STUDIO-SCHOOL

A unique school of the arts, maintaining professional standards and affording its students an attractive home life.

Music, Art, Dramatics, Dancing, Languages, Literature, Creative Writing, Secretarial, Home Making, Social Science. Catalog. 1755 New Hampshire Ave., Washington, D. C.

## STUART HALL

## LOWER SCHOOL

Ideal conditions for children, grades four to eight. Separate building; wholesome life under intelligent, sympathetic supervision. Group sports and games, dancing, swimming, riding. Also Upper School, college preparation and general course. Catalogs. Stuart Hall, Box JV, Staunton, Virginia

## Girls' Schools

## FRENCH SCHOOL FOR GIRLS

Combines what a school abroad offers with the advantages of New York for music and art. Cultural studies. Spoken French emphasized and individual interests encouraged. Mlle. TOUTAIN AND MISS CUMMINGS, 903 PARK AVENUE, NEW YORK CITY.

## PACKER

COLLEGIATE INSTITUTE

Long-established girls' day school, standing for sound scholarship and breadth of culture. Accredited. Kindergarten through Junior College. Music, art, sports. 176 JORALEMON ST., BROOKLYN HEIGHTS, N. Y.

## CATHEDRAL SCHOOL

OF SAINT MARY GARDEN CITY, L. I., N. Y. Episcopal school for girls in country near New York. General and college preparatory courses. Graduates in all leading colleges. Art, music, dramatics. All sports; riding, swimming. MARION V. REID, PRIN.

## BRIARCLIFF JUNIOR COLLEGE

Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, journalism, home economics, business science. Near N. Y. C. All out-door sports, swimming pool. REGISTRAR, BOX X.

## EDGEWOOD PARK

College preparatory, advanced courses in liberal and fine arts, secretarial science, medical asst., home ec., dramatics, journalism. Costume design, interior decoration, merchandising. All sports—riding. Moderate rates. Catalog. BOX V, BRIARCLIFF MANOR, N. Y.

## SKYWOOD HALL

AT LAWRENCE FARMS

Emphasis on music, art, and other cultural interests throughout college preparatory and general course. Small school in Westchester Hills, 34 miles from N.Y.C. KATHERINE V. DEBEVOISE, HEAD, MT. KISCO, N.Y.

## THE KNOX SCHOOL

College preparatory; also 2-year advanced, accredited courses. Art, music, drama, business, household arts. All sports—golf, riding, skiing, crew. Catalog. Mrs. E. RUSSELL HOUGHTON, BOX V, COOPERSTOWN, N. Y.

You can rely on VOGUE'S personal information regarding these schools.

## SCUDDER-COLLVER SCHOOL

An intimate school in practical homemaking. Decoration, landscaping, music, writing, barn theatre. Fall and Spring in spacious historic home near Princeton. Riding and tennis. Winter in N. Y. NATHALIA V. COLLVER, BOX 464, PRINCETON, N.J.

## MISS BEARD'S SCHOOL

Prepares girls for College Board examinations. General courses include household and fine and applied arts and music. Country life and outdoor sports. Ample grounds within 14 miles of New York City. LUCIE C. BEARD, HEADMISTRESS, BOX 36, ORANGE, N. J.

## Foreign Schools

## CHALET FLORA

GSTAAD (SUR MONTREUX)

Switzerland  
Altitude, 3500 feet  
Home atmosphere — School — Sports  
Coeducational, children 5 to 13

## LE GRAND VERGER

Lausanne, Switzerland

School for Girls

French—Art—Languages—Home Economics  
Preparation for College Board  
All Summer & Winter Sports

CHATEAU DE MEMISE  
Senior House

## Women's College

## MARYMOUNT COLLEGE

Tarrytown-on-Hudson, New York

Accredited. Confers B. A., B. S. Degrees. Special two-year course, Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical. Athletics.

Extensions:—1027 Fifth Avenue, New York City  
Paris and Rome. Address Secretary

Marymount Preparatory Schools:

Wilson Park Tarrytown, New York  
Cor. Fifth Ave. & 84th Street, New York City  
Address Rev. Mother

## Girls' Schools

## ST. MARGARET'S SCHOOL

Emphasizes preparation for the leading colleges. General course with music, dramatics, art, secretarial work. Hockey, riding. Other sports. Country estate, modern building. Established 1865. ALBERTA C. EDELL, A.M., BOX V, WATERBURY, CONN.

## KATHARINE GIBBS

Secretarial. One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog. DEAN, BOSTON, 90 MARLBOROUGH ST.; NEW YORK, 230 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

## THE DANA HALL SCHOOLS

Tenacre—For young girls from six to fifteen years. Dana Hall—College Preparatory and General Courses. Pine Manor—Junior College. Music, Art, Home-making. HELEN TEMPLE COOKE, HEAD, BOX G, WELLESLEY, MASS.

## LASELL JUNIOR COLLEGE

Ten miles from Boston. Two-year courses for high school graduates. Academic, Home Ec., Secretarial. Merchandising, Art, Music. College Preparatory. All sports—riding. Catalog. GUY M. WINSLOW, PH.D., 126 WOODLAND RD., AUBURNDALE, MASS.

## GARLAND SCHOOL

Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Four residence practice houses. MRS. GLADYS V. JONES, 409 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

## ABBOT ACADEMY

Founded 1829. Rich traditions combined with modern methods. College preparatory and general courses. Excellent facilities for art and music. Beautiful country campus near Boston. All sports. PRINCIPAL: MARGUERITE V. HEARSEY, ANDOVER, MASS.

## ROGERS HALL

New England setting and traditions. Near Boston. College preparatory and general courses. Secretarial training and home economics. Music, art, dramatics. Winter sports. Riding. Swimming pool. MRS. KATHARINE W. MCGAY, BOX V, LOWELL, MASS.

## HOUSE IN THE PINES

Near Boston. College Preparation. Junior College course with study abroad. Secretarial course, art, household arts, music. Riding. Write for Jr. Col. or Preparatory School catalog. GERTRUDE CORNISH MILLIKEN, PRIN., 40 PINE ST., NORTON, MASS.

## STONELEIGH-PROSPECT HILL

College Preparatory and General Academic Courses. Tuition includes Music, Art, Mensendieck, Riding, Skiing, Tennis, Hockey. 150 Acres. Headmistresses: ISABEL B. CHESLER CAROLINE L. SEMNER GREENFIELD, MASS.

## NORTHAMPTON

SCHOOL FOR GIRLS

Thorough preparation for Smith and other colleges. Nine-acre campus. Outdoor life. Riding. Golf. DOROTHY M. BEMENT, SARAH B. WHITAKER, PRINCIPALS. BOX E, NORTHAMPTON, MASSACHUSETTS.

## OAK GROVE

Emphasizes Preparation for College and Gracious Living. Music, Art, Dramatics. Upper & Lower Schools. Grad. Course Sec. Sc. Riding included. Winter Sports. Beautiful new fireproof Buildings. MR. AND MRS. ROBERT OWEN, BOX 121, VASSALBORO, MAINE.

## KENDALL HALL

In southern New Hampshire. Informal, happy school life. College preparatory and general courses. 200-acre estate facing Mt. Monadnock. Skiing, tennis, riding, outdoor pool. Catalog. MR. AND MRS. C. P. KENDALL, PRINS., BOX 355, PETERBOROUGH, N. H.

**Don't**

... make a single vacation plan until you know there is a place reserved for your child in the *right* school. You'll find a list of outstanding schools in VOGUE'S SCHOOL DIRECTORY. Why not make your arrangements now for Fall, and have a carefree Summer? If you wish advice write to

VOGUE'S  
SCHOOL BUREAU  
420 LEXINGTON AVE., N.Y.C.



## Boys' Schools

## CRANBROOK SCHOOL

Distinctive endowed boys' school. Grades 7-12. Post-graduate courses. Unusual opportunities in music, arts, crafts, sciences. Hobbies encouraged. All sports. Single rooms. Strong faculty. Near Detroit. Registrar, 4020 LONE PINE RD., BLOOMFIELD HILLS, MICH.

## WEST INDIES STUDY CRUISE

College preparation while cruising. Individual instruction. Supervised study. Student crew. Unique advantages for physical growth, mental broadening, character building. POND SCHOOL CRUISE, INC., SCHOONER YACHT "POLARIS," BALTIMORE, MD.

## STAUNTON

Distinguished military school for 79 years. Prepares boys (10-20) for all colleges, universities, Annapolis, West Point. Modern fireproof buildings. Separate Junior School. Catalogue. Address: COL. EMORY J. MIDDOUR, SUPT., BOX V-6, STAUNTON, VIRGINIA.

## AUGUSTA MILITARY ACADEMY

Preparatory for leading colleges. Gym, pool. All sports. Troop of 36 riding and cavalry horses. 700 acres. 74th year. Reasonable rates. Send for catalog. COL. T. J. ROLLER OR MAJ. C. S. ROLLER, JR., FT. DEFIANCE, VA.

## THE FLORIDA SCIENCE

PREPARATORY SCHOOL FOR BOYS  
Accredited. Primary through College Preparatory. Small, restricted groups. Separate Junior Department. Interview required either in Miami or in North. 1117 BRICKELL AVENUE, MIAMI, FLORIDA.

## We invite you . . .

When you are in New York we invite you to call at our offices—a few steps from Grand Central—to discuss your school problem with us.

VOGUE'S SCHOOL BUREAU  
420 Lexington Ave., New York City

## WASSOOKEAG SCHOOL

Accredited preparatory school employing tutorial method. One teacher for every three boys. Flexible program adjusted to the interests and aims of the individual facilitates distinctive college preparation. LLOYD HARVEY HATCH, HEADMASTER, DEXTER, ME.

## CHESHIRE ACADEMY

FORMERLY ROXBURY SCHOOL  
Thorough college preparation for each boy, within flexible curriculum. Broad program of student activities. Large campus, full equipment, all sports. A. V. SHERIFF, HEADMASTER, CHESHIRE, CONN.

## REDDING RIDGE

A new, thoroughly modern educational plan for college preparatory boys, the aim of which is more complete subject mastery. Attractive campus 60 miles from N. Y. C. Sports, hobbies. Write for booklet. KENNETH V. BONNER, REDDING RIDGE, CONN.

## RIVERDALE COUNTRY SCHOOL

College preparatory boarding school, combining country life with advantages of N. Y. C. Excellent record. Music, Art, Glee Club. Varied sports. Fireproof dormitory. Write for catalogue. F. S. HACKETT, HEADMASTER, BOX 3, RIVERDALE-ON-HUDSON, N. Y.

## KOHUT SCHOOL

HARRISON, NEW YORK  
A boys' boarding school emphasizing scholarship, character building and physical development. 32 years in operation—45 minutes from New York City. Write for Booklet C to H. J. KUGEL, PRINCIPAL.

## BLAIR ACADEMY

Excellent Preparation for College. Small Classes. Wide Choice of Sports and Student Activities. Golf Course. Swimming Pool. Careful Health Supervision. 65 miles from New York. Address CHARLES H. BREED, HEADMASTER, BOX 16, BLAIRSTOWN, N. J.

## THE HUN SCHOOLS

Junior School and College Preparation  
Junior School: Separate 40-acre campus. 5th grade thru 2nd year High School. All sports. Optional 5-day boarding plan. Senior School: Sound college preparation thru tutorial plan. Small classes, expert instruction. All sports, including polo, crew, riding, golf, tennis, football.  
Also Summer Session: Aug. 7th-Sept. 16th  
JOHN G. HUN, Ph.D., Headmaster  
103 Stockton Street Princeton, New Jersey

## STUYVESANT

Warrenton, Virginia

EDWIN B. KING, M.A.  
Headmaster

■ Prepares for all colleges. Lower School with special preparation for St. Paul's, St. Mark's, etc. Catalog sent on request.

**Christchurch**  
SCHOOL for BOYS  
A non-military college preparatory school with exceptionally high scholastic standing, for boys 12 to 19. Beautifully located high above historic Roanoke River, the heart of Tidewater Virginia. Limited enrollment; small classes; able faculty. All Athletics. Natural Science. Sailing. Boating. Water Sports. Catalog, View Book. Box 909, Christchurch, Va.

## SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,  
Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

## Student Residence

## A SEASON IN NEW YORK

A small group of carefully selected and congenial girls is given the opportunity to enjoy the cultural and educational advantages of New York City, under qualified guidance. Write for Booklet. MARY SCOTT SKINKER, 25 Claremont Ave., N. Y. C.

## Exceptional Children

## WITMER SCHOOL

On large country place near Phila. Open all year. Small, select group of boys and girls.  
LIGHTNER WITMER, Ph.D., Sc.D.  
Box V, DEVON, PA. PHONE: WAYNE 667

## THE WOODS SCHOOL

For Exceptional Children Three Separate Schools  
Camp with Tutoring Girls Little Folks Boys  
Box 169, LANGHORNE, PA.  
MOLLIE WOODS HARE, PRINCIPAL

## Co-Educational Schools

## LYCÉE FRANÇAIS—NEW YORK

American and French Boys and Girls 6-18. Day. Chartered by Regents. Same curriculum as in Lycées of France, with English. Dir. of Studies: PIERRE BRODIN, AGRÉGÉ DE L'UNIVERSITÉ. DOCTEUR-ES-LETTRES, 3 E. 95TH ST., N. Y. C.

## THE OUT-OF-DOOR SCHOOL

Fall term on Green Mt. estate. Winter-Spring term on Gulf. Outdoor life entire school year. Progressive. Pre-school through 10th grade. Constant supervision. Day and resident. For booklet, address: HARRISON RAOL, DIRECTOR, BOX 11, SARASOTA, FLA.

## BERGEN JUNIOR COLLEGE

Two years of college leading to A.B. or B.S. degree. Pre-professional courses: Secretarial, Art, Music, Dramatics, Medical Assistant, Home Ec., etc. Diploma. Full credit transfer to standard colleges. Day, eve., summer classes. Dormitory students receive Bermuda trip without charge. 6 miles from N. Y. C. (Half hour from Times Sq.) Sports, social activities. Catalog. C. L. LITTEL, Ed.D., Dir., Box V, Teaneck, N. J.

VOGUE is glad to aid its readers by answering inquiries about schools or camps. Address: 1928 Graybar Building, 420 Lexington Avenue, New York City. Telephone: MOhawk 4-7500.

## Photography

## N. Y. INST. OF PHOTOGRAPHY

Thorough, individual training under noted experts. For pleasure or career. Commercial, News, Portrait, Advertising, Natural Color and Motion Picture photography. Free Booklet. 29th year.  
10 WEST 33 ST., (DEPT. 72), NEW YORK CITY.

## Fine &amp; Applied Arts



## FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES  
COSTUME DESIGN • STYLING • FASHION ART FOR TRADE, SCREEN AND STAGE  
SPRING AND SUMMER ENROLLMENT

Styling, fashion forecasting, textile design, color psychology, fashion illustration. Individual, specialized training under the direction of **EMIL ALVIN HARTMAN** America's Foremost Instructor of Fashion Art. Fashion Academy stands supreme as the school chosen by the world's most successful Designers and Stylists for their training. 30 Rockefeller Plaza, New York • Circle 7-1514-5 • Request Book 5

The **RAY** Schools CHICAGO  
Famous Career School of the Central West  
Students Prepared for Professional Contacts  
Dress Design, French Cutting, Pattern-making, Line, Color, Fabric Analysis, Merchandising, Styling, Buying, Modeling, Style Reporting, Millinery, Fashion Illustration, Interior Decoration, Photography, Fashion Advertising, Copy Writing and Layout, Window and Store Display.  
Personal Training • Individual Advancement  
William F. Ray, Pres., Ruth Wade Ray, Dir.  
116 South Michigan Blvd., Dept. V.

## Fine &amp; Applied Arts

## DIRECT-PROJECT ART TRAINING

Intensive 2-to-8-week summer courses. Commercial and Industrial Art, Dress Design, Interior Decorating, Cartooning. Special courses for teachers. CHICAGO ACADEMY OF FINE ARTS, 18 S. MICHIGAN AVE., SUITE K-K-6, CHICAGO.

## ACADEMY SAPHO

Midwest's school of French dress designing. Summer session June 20—July 31 inclusive. Cutting without patterns. Dress designing, professional training. Welcome to Commencement, June 16. Mlle. SAPHO, 107 CLIFFORD ST., DETROIT, MICH.

## FASHION ILLUSTRATION ONLY

Intensive practical training; recognized faculty. One of the few schools devoted exclusively to fashion drawing. Fits you for career in stores, studios, etc. Write for Catalog 20. STUDIO-SCHOOL OF FASHION ART, COMMERCIAL ARTS BLDG., CINCINNATI, O.

## DRESS ARTS

ART INSTITUTE OF PITTSBURGH  
Fashion Drawing; Dress Design & Pattern Drafting; Commercial Art; Interior Decoration. 1 & 2 yr. courses. Low-Payment Plan. Summer term. Catalog. WILLIS SHOOK, DIR. 111 STANWIX ST., PITTSBURGH, PA.

## AMERICAN SCHOOL—DESIGN

42nd Year. Douglas John Connah, President. Featuring intensive Day & Evening, Summer, Fall and Winter professional Art Courses. Individual Instruction. Continuous Exhibition. Visitors welcome. Cat. "V". 133 E. 58TH ST., N. Y. C. TEL. VO. 5-1926.

## N. Y. SCHOOL OF FINE &amp; APPLIED ART (Parsons)

William M. Odom, President  
Register Now for Summer Study.  
Intensive training in Interior Decoration; Costume Illustration; Advertising Design; Life Drawing. Also weekly units. Bulletins on request.  
JULY 10 TO AUGUST 18 Address Box V, 2239 Broadway, N. Y.

TOBE-COBURN SCHOOL  
for Fashion Careers

Intensive one-year course for women from 20 to 30. Training for immediate positions and future advancement in merchandising, advertising, styling, and other branches of the fashion field. Staff of fashion authorities. Placement opportunities. Send for catalogue V. 9 ROCKEFELLER PLAZA, NEW YORK

**Commercial ILLUSTRATION**  
[Penthouse] School  
Courses in Advertising and Fashion Art designed to meet need of Advertising Agencies, Dept. Stores, etc. Prominent staff. Graduates in demand. Visitors Welcome.  
175 Fifth Ave. (23rd St.), N. Y. Catalog V.

## INTERIOR DECORATION

Practical Training Courses  
6-WEEKS SUMMER CLASSES STARTS JULY 10th. Send for Catalog 6-R. HOME STUDY STARTS AT ONCE. Send for Catalog 6-C.  
N. Y. School of Interior Decoration  
515 Madison Avenue • New York City

## McDOWELL SCHOOL

COSTUME DESIGN  
FASHION ILLUSTRATION  
MILLINERY DRESSMAKING  
Excellent Practical Courses in These and Allied Subjects with Expert Individual Instruction. Best Known School for Practical Fashion Work. Established 1876. Catalogue on Request.  
Summer Courses  
73 West 45th St., N. Y. C. BRyant 9-3085

## TRAPHAGEN SCHOOL of FASHION For Results

Internationally Celebrated Graduates  
Intensive Six Weeks' Summer Course Approved by Regents Register Now  
Highest honors in contests for over ten years. Pronounced by all competent to judge, the foremost school of its kind. Full course or optional classes for beginners or advanced students, in Fashion Drawing, Illustration, Design, Forecasting, Stage, Screen, Textile Design, Fabric Analysis, Interior Decoration, Window and Counter Display, Fashion Journalism, Men's Fashions, Teacher Training, Life Class. Also Draping, Pattern Making, Grading, Millinery. Credits. Day & Evening. Free Placement Bureau. Sales dept. for students' work. Write for Cir. I. Tel. Col. 5-2077. Not the Most Expensive But the Best investigate Before Registering Elsewhere  
TRAPHAGEN, 1680 B'WAY (52d ST.) NEW YORK



## ALL SERVICES

**JOHN SCOTT** presents "Complete care of Homes". House closing; Rugs & Hangings cleaned, stored, repaired; Ven. Blinds; Slip covers; Furniture dry cleaned, repaired, upholstered; wall washing. 965 Lex. Ave. BU. 8-4317



## ANTIQUES

**THE QUESTERS**—Let connoisseurs shop for your rare antiques, porcelains or silver. No extra charge. Traditional reproductions. Choice modern pieces to order. Write or phone. 455 East 51 St., New York City. PLaza 5-4516

## APPAREL—MOURNING

**ARTHUR MULLEN**, 6 East 53rd Street, New York City. Correct mourning in Hats, Veils, Gowns, Coats. We have specialized in this type of attire for years. Formerly with Crocker. Telephone Wickersham 2-2698

## BAGS

**A. L. WORKMAN**—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing of every description. Pearls restrung. Rm. 803, 424 Madison Ave., N.Y.

**WM. NIBUR**—established over 20 years. Handbags of striking charm and originality offered in wide gift selection. Also, renovating fine handbags a specialty. Mail orders carefully attended. 510 Madison Ave. (Corner 53rd), N.Y.



## BEAUTY CULTURE

**EUNICE SKELLY**—Rejuvenation Consultant. Don't arrange for any facial rejuvenation treatment until you get my expert, impartial advice. Avoid pitfalls. No obligation. Write, Call, 1259, The Park Central, 56th & 7th Ave., N.Y.

**FACIAL AND SKIN CORRECTION**—Acne, blackheads, whiteheads are corrected by attention to diet, my Waxless Creams and my treatments. Call or send for Wax Test. Samples. Eisie Southard, 226 W. 11 St., Chelsea 2-7454

**JOANN COLLINS** makes you look 10 to 20 years younger. Her famous non-surgical rejuvenation face lift creates permanent new beauty. Freckles removed forever. Blemishes corrected. 200 W. 58 St., N. Y. C. CI 7-1528

## BODY CONDITIONING

**PERFECT CONDITIONING** for busy days, complete relaxation following them. Turkish Bath, colonic irrigation, massage & swim to refresh and exhilarate you. Women exclusively. Ansonia Baths, B'way at 73rd. SU. 7-3300

## BON VOYAGE BASKETS

**ALICE H. MARKS** plans her renowned Bon Voyage Baskets to match personalities. New is the World's Fair "Skyline" Package of Candles & Cocktail Biscuits. Mail and telephone orders. Alice H. Marks, 6 E. 52 St., PL. 3-7282

**SCHRAFFT'S**. Finest of Fare-Three-Wells! Nautical Cruise Tins with candy, salted nuts: \$2.25, \$3.75, \$5. Steamer Baskets bulging with cakes, nuts, candies, delicacies. \$5 to \$25. Schrafft's, 58 W. 23 St., N. Y. GR. 5-6240

## CHINA &amp; ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

## CORSETS

**MISS ELEANOR, INC.** Modern art in corsetry. Your figure molded to the lines of fashion with complete comfort. Summer corsets of lightweight fabrics at special prices. 4 East 53rd St., New York City. Telephone: PLaza 3-4962

**BOSTON CORSET SPECIALIST**. Evelyn L. Weigel, Corset Specialist, at 739 Boylston Street, with thirty years of experience, guarantees real comfort with her style, posture or surgical fittings. Boston, Massachusetts

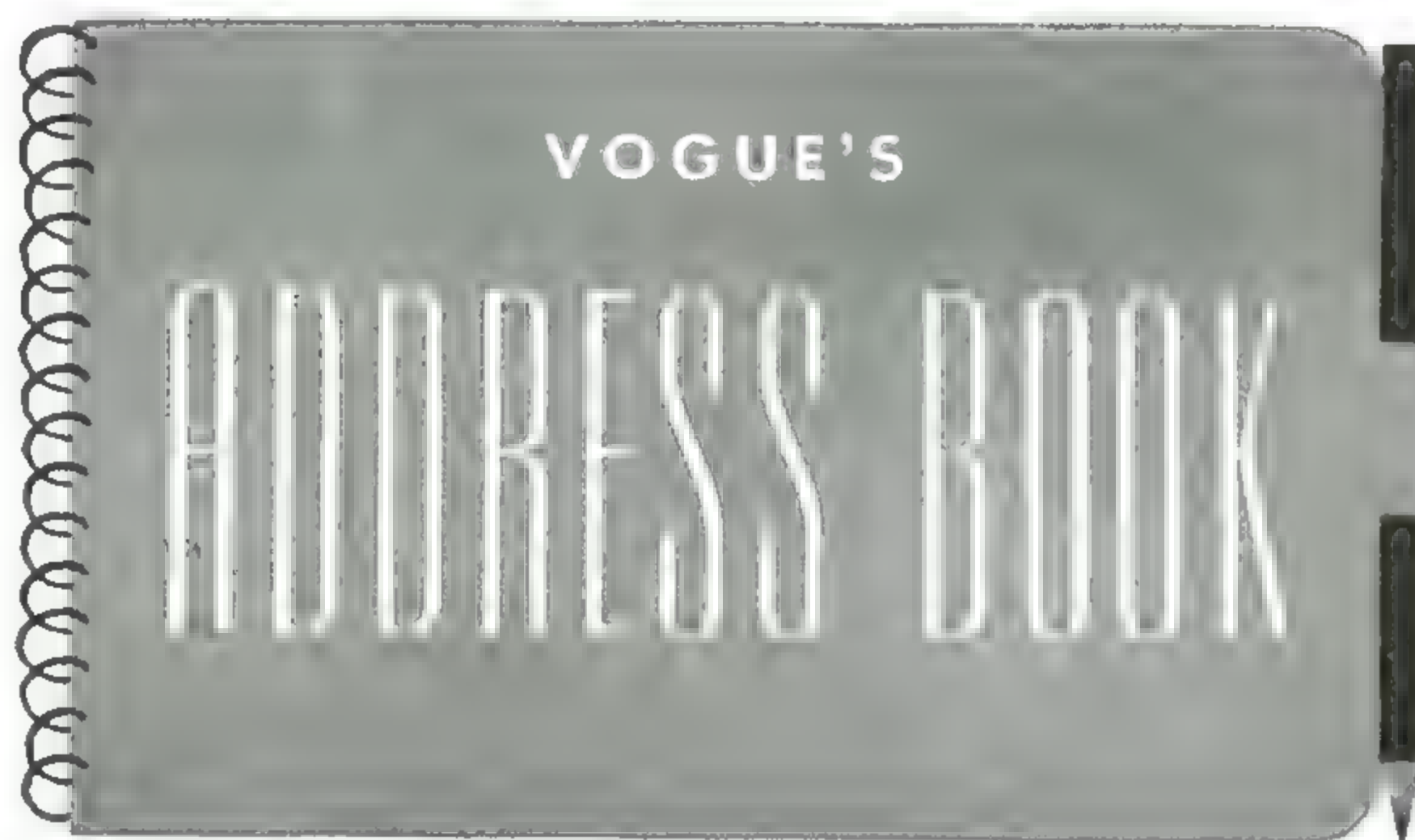


## COSMETICS

**SALLYE HARMER** Individualized Cosmetics made to order just for you. No extra cost. Free consultation at home or Studios. Florence Bennett, 515 Madison Ave., New York; Anna F. Blanchard, 946 W. Grace, Richmond, Va.; Eileen Hall, 11 Asylum, Hartford, Conn.; Bert J. MacCulloch, 226 Urquhart Bldg., Little Rock, Ark. Write to Sallye Harmer, Lansdowne, Pa., for representative in your city. Several good agencies still available

## CUSTOM SHOE REMODELING

**B. NELSON, INC.**—Lengthen short shoes (not by stretching)—widen; re-fit; handsole your shoes over their original style last. Redye any color. Suede changed to leather. Mail orders expertly handled. 10 E. 39 St., N. Y.



## THE DIRECTORY OF SHOPS &amp; SERVICES



Once Upon a Time there was a very beautiful Christian lady who had a very wicked pagan father. She was wooed by princes all over the world because she was so lovely. But she did not want to marry. She wanted to devote her life to humanity. When her wicked father commanded her to wed the man of his choice, she prayed that a miracle would happen to make her so repulsive that the prince would not desire her. And the next morning when she woke up she had a long beard! So everybody refused to have anything to do with her anymore, and she lived happily ever after.

This all happened centuries ago, and that is why the legend ends here. For if it had occurred today, the wily father would have countered with another miracle—Electrolysis. He would have trumped her ace with Vogue's Address Book. The lady would have been shipped off to one of those experts who remove superfluous hair, she would have resumed her pristine loveliness; and the poor thing would have had to think up something else.

Science has triumphed over nature, and has polished off the question of all superfluous hair. Do not wait for a miracle to come to you—go to it. Vogue's Address Book will help.

## DELICACIES

**VENDOME**—Specialist in highest-grade fresh Russian Caviar and Stilton Cheese in Port Wine. Large assortment of all fine table delicacies. Write for catalogue V. 415 Madison Avenue, New York City. Wickersham 2-2224

**NEW ORLEANS DELICACIES**—Assorted Soups—delight palate. 3 Crawfish Bisque; 3 Creole Gumbo; 3 Southern Turtle Soup; 3 Shrimp Bisque. Prepaid in U. S. \$3.45. Folder. Chef d'Orleans, 3001 Coliseum, New Orleans



## DOMESTIC EMPLOYEES

**PERSONAL ATTENTION** given to the intimate requirements of employer and exact qualifications of employee. Organization of your household. Write for circular. Miss Brinkley's Placement Agency, One W. 47th St., N. Y. C.

**SKILL AND EXPERIENCE** are the indispensable requisites of a good employment agency. Our record of years of service to discriminating employers proves our qualification. Nielsen & Seabury, 132 E. 61 St. RE. 4-7804

## DRESSMAKING

**MME. CLERY**—High class dressmaking. Evening Gowns and Wraps. Your own material if desired. Remodeling a specialty. Special attention to out-of-town customers. Attractive prices. 775 Lexington Ave., N. Y. RE. 7-2317

**IT WAS FUN** buying your clothes in the busy shop. Let us fit them to you in the peace of your home or hotel. Rush work returned same day. Careful alteration & restyling by an expert staff. Mme. Jane, 981 Madison Ave. RH. 4-1600

## DRESSMAKING—Cont.

**MME. CLAIRE**—Dresses made to order for all occasions. Bride and bridesmaids' dresses. Perfect fitting. Remodeling skillfully done. Careful attention to details. Your material if preferred. 68 E. 56 St., N. Y. PL. 3-3673



## ELECTROLYSIS

**MULTIPLE ELECTROLYSIS**—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone Wisconsin 7-7889 for appointment

**SUPERFLUOUS HAIR DESTROYED**—permanently, safely, by expert. Finest down or coarsest growth. Personal attention. Privacy. Free advice. Mrs. R. W. Dibble, 5/6 Francis & Amalie, 10 W. 58 St., N. Y. PL. 3-2620

**BEAUTY WITH SAFETY**. Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation, Booklet Free. Edna Grimes, 607 Fifth Ave. at 49th Street, N. Y. PLaza 3-7411

**SUPERFLUOUS HAIR**—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan. 21st year at 347 Fifth Avenue, New York. AS. 4-6645

**MRS. D. DURANT**. Multiple Electrolysis. Superfluous hair permanently and safely removed by improved method. Endorsed by skin specialists. Personal attention. Free consultation. 507 5th Ave., N. Y. MU. 2-3314

**SAMUEL P. GILMORE**—Established over 40 years in New York. Superfluous Hair and Facial Blemishes permanently and safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA. 5-2219

## ELECTROLYSIS—Cont.

**MISS SUZANNE** removes hair personally, since 1930. Permanent and scarless results guaranteed. Associated with physician. Latest method. Consultation free. Recommended by physicians. 5 E. 53 St., N. Y. EL. 5-0643

**DOROTHY M. BOWLES**—Hair, moles removed by expert; 5 years' experience in city's largest hospital skin clinic. 10 years with leading dermatologists. Appointments 9-12: 5-7:30. 124 West 55th St. Circle 6-1169

**MARION BARRETT—REG. NURSE** offers a new method of electrolysis by coagulation. Absolutely safe, painless, and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., Room 616. VA. 3-1168

## ENTERTAINMENT

**LOUISE LLEWELLYN**. Advanced Numerology. Your immediate events \$2. Personal charts, detailed and forecast \$10. Send name at birth and birth date with check. 147 North Stanley Drive, Beverly Hills, California



## FURS

**STORE YOUR FURS** safely against every hazard with Molot, formerly with Bergdorf Goodman Fur Corp. Minimum charge, \$2.50. Special low rates for restyling done now. Molot, 21 E. 56 St., N. Y. C. Wick. 2-6261

**RICHARD KOPPEN**, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. Bryant 9-3368

## FURS REMODELED

**NEXT SEASON'S MODE FOR OLD FURS** Give your old fur coat a new lease on life. \$25 for this splendid remodeling service; includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. L.Ackawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 147 W. 35th St., 18th fl., opp. 35 St. side of Macy's, N. Y. C.



## HAIRDRESSERS

**J. SCHAEFFER** custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioning, refreshing salon. J. Schaeffer, 590-516 Avenue (at 48th St.), N. Y. C. Bryant 9-6165

**CHARLES BOCK**, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone PLaza 3-3900 for appointment

**EMILE ROCKEFELLER CENTER**—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air-Conditioned. 30 Rockefeller Plaza. Tel. Circle 7-1995-6-7

**MARIO JEREZ**, New York's most prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 697 Fifth Ave., New York City (PLaza 3-3777)

**IVAN'S New Hair-Setting Lotion**—Light, non-sticky, dries any finger wave in 10 minutes. \$1.25 the bottle. Beautiful permanent waves, all methods, price from \$10. Booklet. Ivan. 711-5th Ave. (Cor. 55 St.) N. Y. C. PL. 8-1460

**WERNER'S**—air conditioned. Personalized hair styles by experts; beauty treatments with Complexion Suisse preparations. Facial rooms, showers, modern salon. Werner of Switzerland. 608 5th Avenue (at 49th St.) BR 9-8141-2-3

**CEIL ET PAUL**, 119 W. 58th Street (next to Barbizon Plaza Hotel). Hair shaping to suit your facial contour. Permanent waving of distinction, adapted to youthful and mature types. For appointment call Circle 7-7383

**FIGARO HAIR STYLISTS** would like to give you your next Permanent Wave—soft, lovely, natural; and dress your hair according to your face contour. Hair and eyelash dyeing. Scalp treatments. 1 E. 53rd St., N. Y. VO. 5-1831

**C. LEONCE FOR ADVANCED HAIR STYLE** Creator & designer of many recent hair styles for elegant women. Specialist in wireless self-setting permanent wave. Free personal consultation. 9 East 53rd St., N. Y. WI. 2-0399

**FRED the Hairstylist**, creator of Hair Styles in vogue. Hair and scalp rejuvenation. 18 E. 49th St., EL. 5-2220. Announcing: Opening of Washington, D. C., Branch at Phillipsborn, 11th St. bet. "F" & "G". Tel. Nat'l 4171

**ROBERT MAKES YOU BEAUTIFUL**. You can have a new coiffure individually designed & waved, \$1.50. Robert Flexible Permanent is incomparable; long-lasting, self-setting. \$10. to \$15. Robert, 675-5th Ave., N. Y. PL. 3-9023

**SATTLER'S** fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. Wickersham 2-3443

**A NATURAL SOFT PERMANENT WAVE** can do more to make you lovely than any other beauty treatment. We, at Maison Laurent, make the most of the natural beauty of your hair. 683 Fifth Avenue, N. Y. C. WI 2-5212



## HAIRDRESSERS—Cont.

**ROBERT SIEVERS**, 24-5th Ave. Fifth Ave. Hotel. Every phase of permanent waving, hair coloring, and styling, with particular attention to your own individual problems by an internationally known authority. ALgonquin 4-3925

**JEANPIERRE DE PARIS**—Well known stylist. Remarkable results in restoring original color to your hair. Self-dressing permanent waves. Hair problems modernly solved. 6 E. 53rd St., N. Y. Phone for appoint. PL 3-6262

**JOSEPH ART HAIRDRESSER**. Excellent permanent waves. Hair shades restored beautifully. Hair styles, creations adapted to your lines in rejuvenating allure. 31 West 58th St., New York City. (Near Plaza Hotel.) PL 3-6619

**FRANÇOIS de PARIS HAIRSTYLIST**. 37 W. 8th St., N. Y. C. Parisian Coiffures of Tomorrow for the Woman of Today! Permanent Waving, Hair Coloring. Special on Tonic Shampoo for dry hair, \$1.50 large bottle. STuy. 9-1110

**LURA de GEZ**, PHONE CIRCLE 7-5818, continues at 714 Fifth Avenue (between 55th and 56th Sts.) New York City. Hair Styling, Permanents, Tinting and Scalp Treatments. Also Pedicure and Manicuring. Free Consultation

## Hairdressers—San Francisco

**CARRICK & PETERSON**, since 1918. Hair styling in comfortable spacious salon. Permanent waving, hair coloring, treatments for scalp & facials done by specialists. Marcell by famous expert. 450 Sutter St., San Francisco

## HAIR COLORING

**HAIR COLORING DONE SCIENTIFICALLY** on grey and fading hair, with beautiful natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

## HAIR GOODS

**MANUEL TRANSFORMATIONS**—Puffs, curls, side and back pieces, bobs, gentlemen's wigs & toupees. Costs no more to buy from a specialist. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., New York

**FRANÇOIS ART TRANSFORMATIONS** and newest Bob wigs of natural wavy hair with natural parting. Light and comfortable. Moderate prices. Mail orders. Booklet sent. François Hair Specialist, 11 E. 45th St., N. Y. C.

## HAIR REMOVAL

**ZIP—IT'S OFF** because IT'S OUT. Superfluous hair professionally eliminated. No electricity. Free Demonstration or treatment at reasonable rates. Madame Berthe, Specialist. 562-5 Ave. (at 46th St.) N. Y. BYant 9-3627

## HOSIERY

**FOREMOST** fine silk hosiery styled by Leo Propper, well known hosiery expert. Direct at wholesale prices. Free Repair Service. Interesting Representative Proposition. Foremost Silk Hosiery Co., Showroom: 604-5 Ave., N.Y.

## LAUNDRY

**THE BEAUTY OF LINEN AND LINGERIE** is preserved and enhanced by our skilled staff. We do all branches of laundry work. Delivery: Westchester, Greenwich & L.I. Alma Brolin Laundry, 174 E. 82 St., RE 4-0761



## MENDING—REPAIRING

**INVISIBLE REWEAVING**—Moth Holes, Tears, Burns in Garments. Shine Permanently removed. Reliable service. Lowest Prices. Hinkmant Weavers, Inc., 146 Fifth Avenue (19th & 20th Sts.), N. Y. City. Tel. CHelsea 3-2624

**DAMAGES IN ANY FABRIC** rewoven like new. Specializing in woolsens, linens, silks, & laces. Hosiery repaired, overcoats renapped, & shine removed. Mail orders, write for circular. French American Reweaving Co., 44 W. 57

## MILLINERY

**CHEZ CHAPEAUX**, 218 Madison Ave. (36th), N. Y. Irresistibly flattering hats designed for you personally. Hats copied, finest materials; colors matched, \$5.50; your materials \$3.00. Old hats tantalizingly remodelled. Mail orders

## NAME TAPES

**CASH'S WOVEN NAMES** for marking clothing and linen prevent loss or misuse. Attach them with Cash's No-So Cement. Write to Cash's, 19 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

## PERSONAL SERVICE

**ARE YOU WARDROBE WEARY?** Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30



## SHOES

**SHOECRAFT**: Famed Stylists to the narrow foot and heel. Sizes 2½ to 12. AAAAA to C. Send for booklet VC, showing newest models. Expert mail service all over the world. Charge Accounts. 714 Fifth Ave., New York City

**I. MILLER**—Small sizes in a great variety of colors and styles for spring and summer, daytime and evening. Sizes 1-3½, widths AA-D. Write for booklet. Charge accounts invited. Only at 1552 Broadway store, New York City

**NANCY HAGGERTY**, 8 East 53rd St., N. Y. Shoe specialist to the smart woman who likes High-Styled-conservative shoes. Custom made & ready to wear. Send for brochure featuring Town and Country models—prices \$12.85 up

## SHOPPING COMMISSIONS

**EDITH V. STOVEL, INC.** Values not bargains. The better shops at your doorstep. On your World's Fair trip let me shop with you. No extra cost. Establish a charge account now. 366 5th Ave. N. Y. WI 7-3288, Cable Edvalisto

**SARAH BOOTH DARLING**. Accompanies out-of-town patrons or shops for you. My experience & service are yours at no extra charge. 23 West 85th Street, New York City. TRafalgar 7-6450—if no ans. LExington 2-1100

**GEORGETTE DUNBAR EVANS** will simplify your shopping problems during the World's Fair. Establish your credit with her now. Send for description of free service. Also Interior Decorating. 522 5th Ave., N. Y. C. MU 2-1193

**NEW YORK SHOPS BROUGHT TO YOU.** Orders filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone PENnsylvania 6-6862

## SWEATERS

**SWEATERS**—from Scotland. Pastel cardigans and pullovers of cashmere and Shetland wool. Favourably priced under a preferential tariff. Write for booklet. Henry Morgan & Co., Limited, Phillips Square, Montreal, Canada



## TAILORS

**P. BASILE & SON** creates for the discriminating woman individual custom tailored suits, coats and gowns of the finest imported and domestic fabrics; newest fashions. Modest prices; remodeling. 17 E. 53rd St. VOL. 5-7584

**ANDRE BALOD—TAILOR**—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI. 7-8179

**JOSEPH FRAM** formerly of Fortnum & Mason. Creator of fine custom clothes, imported fabrics or your own materials. Also evening and street gowns designed by Madame Idam. 15 East 47th Street, New York City. Plaza 3-6285

**LOVERSE**—Paris, New York—Tailleur & Furs. Distinctive, individual styling of coats, gowns, furs. Designer, importer of fashions. Consultation free as to your personal style and colors. N. Y. address: 16 E. 52nd St., EL 5-9257

## WEARING APPAREL BOUGHT

**MME. NAFTAL** will purchase at highest valuation misfit or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estimates appraised. Write or call 69 W. 45th St., N. Y. BYant 9-6269, 6268. Est. 44 yrs.

**WE PAY CASH—BRYANT 9-1376.** Mme. Furman will pay highest prices for your slightly used afternoon and evening Gowns, Furs, Wraps, Jewelry, Diamonds, Furniture, etc. 105 West 48th Street, New York City

**FURS BOUGHT—BRYANT 9-1376.** Highest prices paid for your slightly used Mink and Persian coats, Sable and Silver Fox skins, etc. Ladies' wearing apparel. Silverware and jewelry. Mme. Furman, 105 W. 48th St., N. Y. C.



## WEDDING STATIONERY

**ENGRAVED WEDDING Invitations and Announcements.** Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

**WEDDING INVITATIONS**—Announcements exquisitely engraved. Authoritative service; prices reasonable. Samples sent promptly on request; discriminating comparison requested. Write to: Harcourt & Co., Louisville, Kentucky

## WEIGHT REDUCING

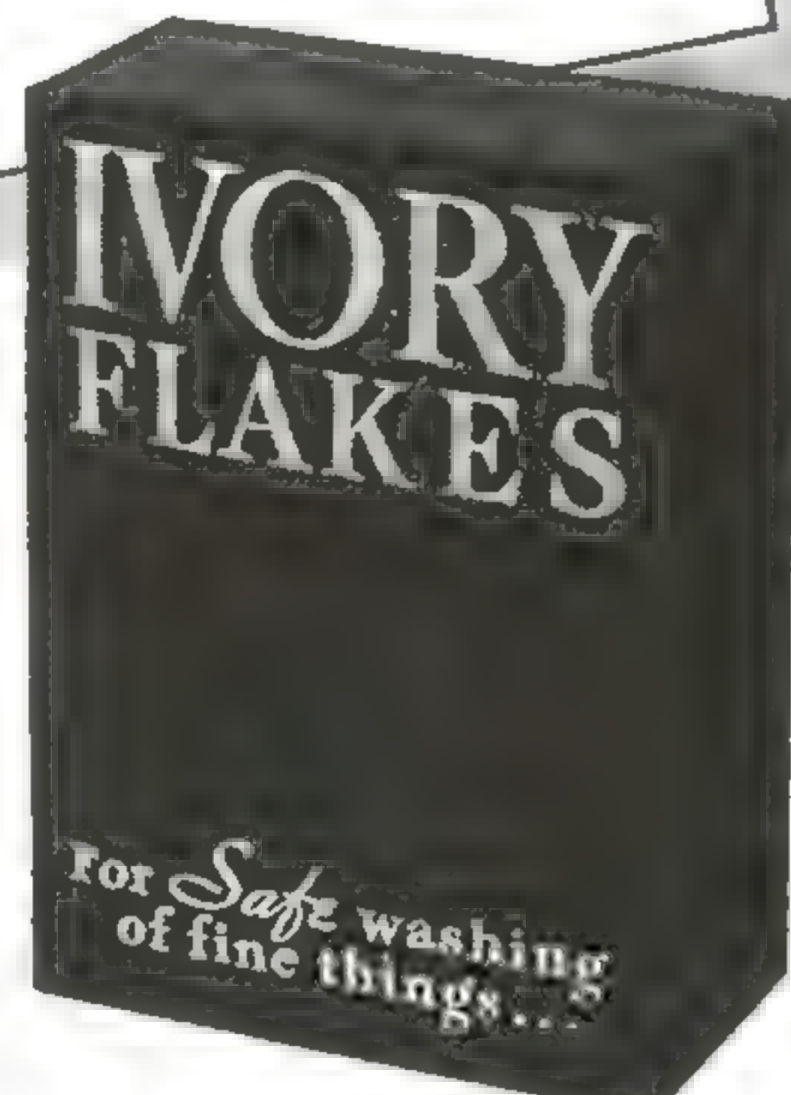
**MARGARET DEUSTER**, 160 E. 48 St. Licensed registered Physio-Therapist. Figure sculptress to New York's smartest. Definite results, individualized treatments. Swedish massage. Colonic irrigations. Reasonable. EL. 5-8118



**TRAVEL SMARTLY.** You sleep in Saybury's cool new Ivory-Washable pajamas; and you slip on the matching robe for dressing-room excursions. Saybury adds this travel hint: "On stopovers, put pajamas through suds of pure Ivory Flakes—takes but a jiffy!"

**SAYBURY'S SLEEPER-ENSEMBLE:** Two-piece pajama, top tucked in or worn coat-style. Three-quarter robe with sash. Aqua, fuchsia or boy blue rayon. 12 to 20. \$10.95 complete.

*Saybury*  
ADVISES...

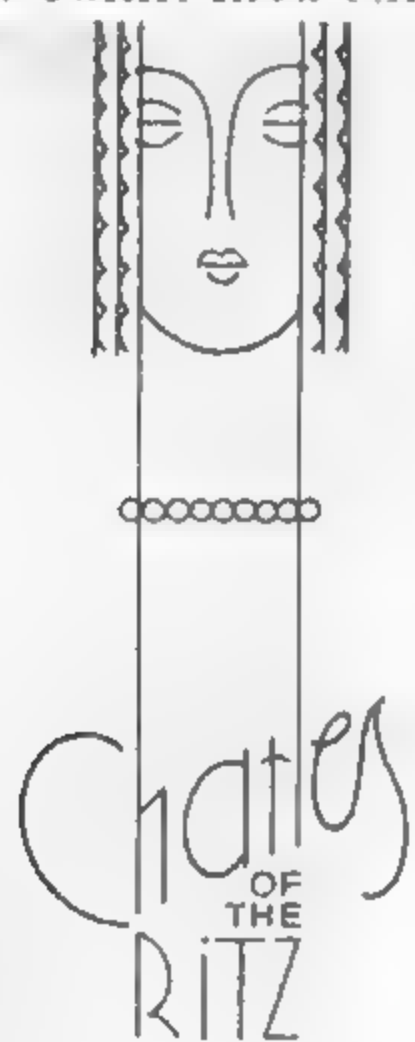


99 44/100 % PURE

TRADEMARK REG. U. S. PAT. OFF.  
PROCTER & GAMBLE



IN NEW YORK: RITZ-CARLTON, RITZ TOWER, BARCLAY HOTELS. IN BOSTON: RITZ-CARLTON



BE LOVELY THIS SUMMER WITH A FINE CHARLES OF THE RITZ PERMANENT WAVE, AND YOUR NEW SHORT HAIR BRUSHED INTO FLATTERING FEATHERY SOFTNESS.

**Hop Skip and Jump**

Perfect from the word "go"—for walking and sport! White lizard with white, blue or tan calf trim. Alligator: blue, brown, amber or claret; matching calf trim. 8.95-

EXPERT MAIL SERVICE

**J. & J. Slater**

415 Fifth Ave. and 575 Madison Ave.  
Also East Orange and Washington

**English Bone China**

America's largest retail selection at lowest prices of open stock English Bone China. *New dinnerware booklet will be sent on request.*

**HERBERT S. MILLS**  
HAMILTON CANADA

*Individual*  
**TRANSFORMATIONS**  
*PERMANENT WAVES*  
*smartly done*

**Herman Bosch**  
BILTMORE HOTEL  
Madison Ave. & 43rd St. NEW YORK  
COMMODORE HOTEL Lexington Ave. & 42nd St.

**CUSTOM MADE  
FIGURE  
FOR THE  
BEACH**

Merzon Swim Suits are designed, with the skill gained from thirty years of corseting, to enhance the silhouette. The built-in bra accentuates or minimizes the bust, and is constructed to give a high, firm, separated line. True chic in all sizes, all materials. Ready-Made Swim and Play Suits, Bra Toppers, Gowns, Slips, Negligees... all with the Built-in Bra.

Foundations... Gir-  
dles... Brassieres  
... Ready-Made and  
To Order

**RUTH MERZON**  
Corsetiere  
45 WEST 57th STREET • NEW YORK  
Established over 30 years

Wickersham 2-5322  
Write for Booklet V.

## Stadium concerts



Europeans have their evening concerts in the square, but for New Yorkers there are the wonderful concerts at the Lewisohn Stadium, with the New York Philharmonic Symphony Orchestra. The season opens on June 14, with Walter Damrosch as conductor, and Albert Spalding as soloist.

Josef Hofmann will play on June 19, and, on June 26, Robert Virovai, who was a sensation in his Carnegie Hall concerts last winter, will be the soloist in an all-Brahms program. Alexander Smallens, on June 29 and June 30, will conduct the Fokine Ballet in the romantic and swirling "Scheherazade," the cool, milk-white "Sylphides," and the gay "Sorcerer's Apprentice."

## Jack's

People who have been going over on West Forty-Sixth Street to Jack's Restaurant for some ten years or more, have developed a sort of family feeling about the place. But to those who have never chanced upon it, we hail it now as a discovery worth including on any pet list of eating places.

It is an Italian restaurant, with a French bias. The food is excellent, but what is really amazing is the discriminating and varied choice of dishes you are offered on the *prix fixe* menu, at such modest prices. There is à la carte service, as well, but the *prix fixe* menu offers so much choice that it is practically à la carte.

We had a wonderful combination of *prosciutto* and artichokes vinaigrette (in place of the usual melon)

which was new to us, and another duet is *prosciutto* served with ripe figs, when they are available. Clams à la Casino, as an entrée, were an unexpected alternate to the spaghetti and ravioli. Guinea-hen *sauté au vin blanc*, shad roe, and frogs' legs were on the menu, when we were there. The salad was fresh and well mixed, and dessert included such specialties as black cherries *flambées* and pears in claret. There were lots of other things, too, but these will give you an idea. Drinks are dispensed at a little bar near the entrance. The table wine is good and moderately priced, and, in the summer, you can eat outdoors, in the little garden.

When we asked Jack himself how he could afford to serve such a variety of good things to eat and still maintain such a low tariff, he said, aside from the fact that he enjoyed planning and providing good food, he had to offer customers something rather special if he expected them to come as far out of the beaten track as 344 West Forty-Sixth Street. The system must work, because the place was full of nice-looking people even on a rain-swept night.

## The Morgan Library

This summer, the Pierpont Morgan Library is having a big exhibition, a comprehensive cross-section of all the fields that have made it one of the most famous collections in the country. The wonderful illuminated manuscripts, from the sixth to the sixteenth century, the authors' autograph manuscripts, the earliest printed books, will all be shown.

Both the main building and the library will be open, free, to every one until the Fair closes, every day except Sundays and holidays. The hours are from ten o'clock until five o'clock.

## Wax Museum

Since the old Eden Musée closed, New York has been very short on waxworks. A whole flock of young New Yorkers has grown up without any of the pleasantly scary visits that added so much colour to the childhood of the older generation.

Now, there is a new waxworks in New York, the Wax Museum, at 209 West Fiftieth Street. In the historic and democratic fashion of the moment, the eighteen scenes are all taken from American history. The most exciting are "John Smith and Pocahontas," dramatic and full of evil-looking Indians; "The Alamo," a thriller in the good old gory style; and "The World War," where, from the German trench, you see the dough-boys charging at you over the top.

All the scenes are behind glass, but, in the entrance-hall, there is a startlingly lifelike assembly of moderns, the King and Queen of England, Mussolini and Hitler on a balcony. It will give you quite a turn.

**Smoked Turkey**  
*A treat for your guests*

Give new zest to your buffet supper, dinner or cocktail party—win high praise—with a tender, savory SMOKED TURKEY direct from the fragrant green applewood fires in our little smoke-house here on the Farm. Indescribably delicious—no waste. Our customers re-order constantly. The turkeys, *ready to serve*, weigh from 7 to 16 lbs.—\$1.35 per lb. express prepaid. No risk—money gladly refunded if you're not entirely pleased. Order attempting smoked turkey TODAY—or write to John Taber, Farm Manager, for descriptive booklet containing menus and recipes.

**PINESBRIDGE FARM**  
R. F. D. #2, OSSINING, NEW YORK



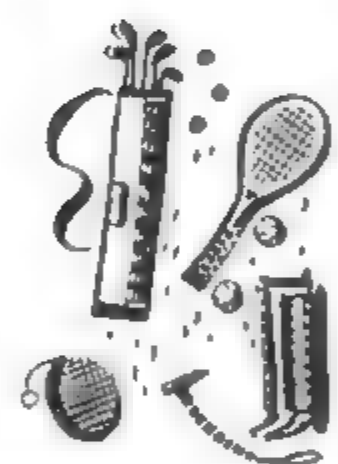
# THE TOWN

## Abstractionist

The famous statue of Moses and ten other sculptures by the great abstractionist, Alexander Archipenko, will be exhibited at the Georgette Passedoit Gallery until the second of July. Though it is seven feet high and suggests a mountain as much as a man, Archipenko's Moses is more representational than most of his other work. Like Landseer's well-known painting, "Dignity and Impudence," it also tells a story. In the power and majesty of the statue, Archipenko intends to convey the spirit of Moses, the lawgiver, as well as that of Moses, the liberator, as an argument against racial persecution.

Archipenko, a Ukrainian born in Kiev, Russia, came to America about sixteen years ago and started an art school in New York, where many of America's famous young sculptors have studied. Archipenko was one of the first to make modern mannequins for the Fifth Avenue show-windows. For the past few years, he has been living in Hollywood, and this is his first New York exhibition in some time.

## Summer week-end



For the moment when summer week-ends in New York are no longer bearable, there is the Mayflower Inn at Washington, Connecticut. Only about two hours from New York, by train or motor, the New Yorker can sleep in country quiet.

For those active souls, for whom a merely peaceful week-end is not enough, there is plenty to do. Near the Inn are two riding-stables, one with super-quiet—the other with more lively—horses. There are golf and tennis and quite a big stream for canoeing and fishing. The Inn has two cottages, with six and eight rooms, and, for all the place offers, the rates are remarkably low. This autumn, there will be grouse and pheasant shooting, and, in the hall of the Inn, big bowls of apples and marshmallows will be set out. It's a big shingled house, in a grove of trees, more like a country house than an Inn.

## Valentines as Art

The kind of Art that the unsophisticated man and woman of the late 1700's and early 1800's really enjoyed, is being shown at the Brooklyn Museum until October 1. There will be lots of the iron lawn figures that every one, with a quarter-acre plot, indulged in around 1850. There will be valentines, penny banks, weather-vanes, advertisements, and prints, but no oil-paintings.

The line that the Museum draws between folk art and popular art is very clear. Popular art is made



to appeal to the great majority. Folk art is made by those who find pleasure in the work itself. It is curious and, in a way, touching, to see what was made for the great American public of that era.

## A little café



There is an unusually pleasant atmosphere about the Café St. Denis at 11 East Fifty-Third Street. The place is small, quiet, full of men lunching alone (an infallible sign of good food) and of young girls with their hats off. The food is mainly French—mussels, lemon sole, *coq au vin*; and, with the good, coarse French bread, the Italian anchovies are perfect. The service is very quick, and the whole lunch, surprisingly enough, is only about seventy-five cents.

## At the galleries

Dozens of exhibitions, apparently, have been planned for the pampered Fair visitors, for whom everything is done.

At the Walker Galleries, until June 29, are "Views of New York," which were painted between 1815 and 1939. There are paintings by many early painters—Brouwere, Bartlett, Jacobson—and by contemporaries like Clackens, Bellows, and Grosz.

At the Bignou Gallery, an exhibition of modern French painters will close July 1. Included in the show are ten Picassos, which were painted in 1938 and 1939 and have never been shown in this country before.

"FLANEUR"

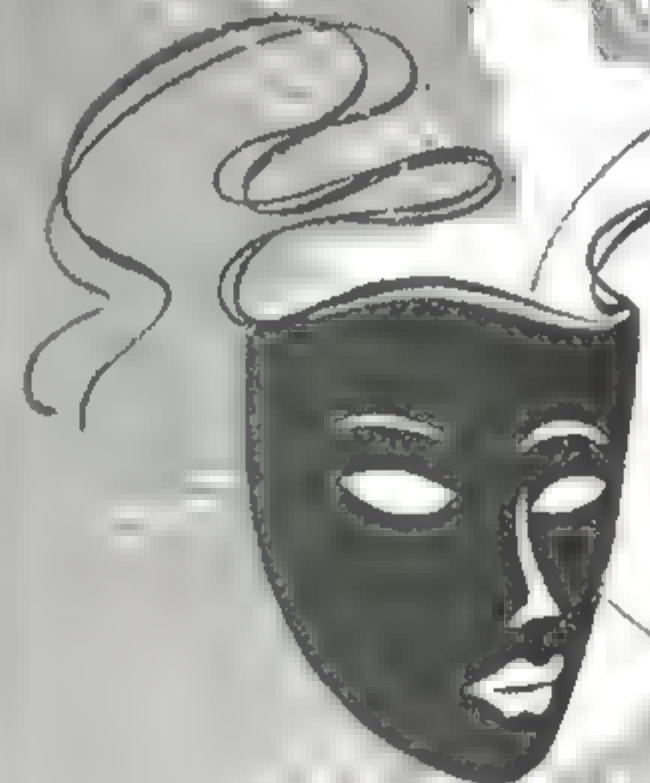
**WERNER**  
of Switzerland



Coiffures

608 FIFTH AVE. at 49th St., N.Y.  
AIR-CONDITIONED BRYant 9-8141  
WERNER HAIRDRESSING, INC.

ANTOINE says



**BRONZE**  
IN COMFORT...

Antoine tucks a tube of "Bain de Soleil"—a new protective "screen" against the sun's rays—inside the brightest beach kit ever flaunted under a summer sun. '55. Antoine's "Code du Bronze", his program for suntanning, is outlined in his new booklet "Brunir". Send for your copy.



ANTOINE • Produits de Beauté • 663 Fifth Avenue, N. Y. C.

EXCLUSIVELY

**SHOECRAFT**

714 FIFTH AVENUE • NEW YORK

Specialists in fitting: AAAAA to C  
8½ 9 9½ 10 10½ 11 11½ 12 add \$1  
Mail orders filled promptly • Charges



Breezy . . . . . 12.75

That fresh-as-a-daisy look in wilting weather starts at your feet! So stand gracefully cool and collected this summer in Breezy. It's the long narrow foot's fancy in mesh. Harbors dainty hosiery in a kitten soft closed toe. Black, white, blue or April wine, high or low heel.



IN BOSTON: 424 BOYLSTON STREET.

IN CHICAGO: 846 N. MICHIGAN AVE.

**MUNRO SCOTCH TWEEDS**

Feminine tweeds tailored to American patterns. Women's Sports Jackets and Skirts; tailored suits and coats; children's coats; tweed also by the yard. Favourably priced under Canada's British tariff.

Write for descriptive booklet of tweeds, tartans, dinnerware

**HENRY MORGAN & CO. LIMITED**  
Montreal's Own Store  
Since 1843



WHY NOT COLLECT SNUFF BOTTLES

**YAMANAKA & CO., Inc.**  
680 Fifth Avenue, New York

Precious bibelots carved from brilliant semi-precious stones by Chinese artists. Collect them for their colorful beauty and rarity. \$7.50 to \$1000.



*You are cordially invited  
to attend the*  
**MAUBOUSSIN**  
JEWEL EXHIBIT  
*at the*  
**NEW YORK WORLD'S FAIR**

And while in  
New York, visit our Park  
Avenue Salon, where we are exhib-  
iting REFLECTION...our new concept  
of jewelry style, acclaimed internation-  
ally as the perfect medium for the ex-  
pression of one's own personality in a  
jewel. Also included—our magnificent  
exhibition of historic jewels and  
registered specimen gems.

Write for our brochure on  
Reflection

**Trabert & Hoeffler**  
**MAUBOUSSIN**  
407 PARK AVE. AT 55th ST., NEW YORK

Paris    Beverly Hills    Atlantic City    Palm Beach    Miami Beach

## DECORATOR'S DAY-BOOK

**A** MERICANA—Perhaps the World's Fair is making us State-conscious. Altman's now comes forth with an entire department devoted to potteries, metalwork, and woodwork, gathered carefully from all the forty-eight States, and a very interesting collection is the result. Practically every State makes pottery of some sort, from the small red, blue, and mauve jugs of New Hampshire to the more exotically coloured bowls and vases by William Manker of California. Connecticut sends enchanting ash-trays of yellow pottery, with raised and coloured motifs that must have been inspired by old butter-moulds—cows and trees, lambs and flowers.

Then there is the blue and white pottery from Massachusetts. And the bowls in a warm terra-cotta colour have naïvely moulded ears of corn as handles. New York supplies "Phoenix" pottery; an especially effective vase, grey on one side and cream on the other, looks like a pinched-together pancake, and makes short-stemmed flowers easy to arrange.

The native woodwork takes on many forms. Small salt-dishes turned from pale wood for the country lunch table, and really inexpensive wood-handled forks and knives, with stainless steel blades, are made in New Hampshire. From Illinois, there is a pair of pale carved wood swans, with metal linings, to hold flowers; and large polished salad bowls come from Arizona and Oregon.

Jugs and handled mugs in vibrant blue or green glass are made in New Jersey, as they were a hundred years ago; they are rather like the Mexican pieces we know, but considerably less fragile; and a bit farther South, in Virginia, they make those diverting, round, thick corn-husk mats that no week-end farmhouse should be without.

**MARINE NOTES**—A shop devoted to shells has just made its appearance, and here is the place to discover the decorative possibilities of these delicate objects. The McArthur shop in Ardlea Court has almost every known variety, from the giant clam-shell, which holds a collection of smaller specimens, to the small, dappled cowry-shell that looks like highly glazed pottery. A salad may be served in the huge clam-shell, and many of the smaller ones can be used effectively for flowers on a summer table. The "Bailer" shells are large, too, about twelve inches long, with beautiful cream-and-crown markings outside and a lining in warm pink.

With all these are shown branches

of rough coral and lacy "Sea-fans." An eighteen-inch crystal fish with blue glass eyes will hold these varied sprays in a wonderfully cool table arrangement, with groups of small shells grouped around its base.

**PINK AND BLUE**—That pink-and-blue bedroom in Lord and Taylor's series of newly decorated rooms has, as its feature-players, a huge old Dutch Empire bed of mahogany and the first known circular dressing-table. The room begins with its peppermint-pink-papered walls, which bloom with white roses caught into wide blue ribbon stripes. These same blue ribbons (actual, this time) are caught into the valance of the window, curtained with white eyelet embroidery; and blue ribbons are threaded around the top of the skirted dressing-table of the same fabric. This mirror-topped wonder is at least four feet in diameter, and the front third opens up, making two small tables, one at each side, for accessories, and revealing a full set of deep drawers in the main section, so that it is really a dressing-table and chest of drawers combined.

The bed is a vast, comfortable retreat fronted with carved cornucopias, a four-poster that has a shirred valance of the white eyelet fabric and generous swags of blue taffeta. A small low-backed sofa has a slip-cover of the same blue taffeta, with swags and jabots covering a straight valance. On the dressing-table stands a large gilt-framed mirror, flanked by a pair of pink-and-white porcelain lamps complete with their engraved-glass globes. There are mahogany and black lacquer tables. All this can be seen until around the first of October.

**SUMMER ADDENDA**—Laurence Colwell has designed a set of country-table mats, all cut from thin linoleum in bright colours, in the shape of artichokes, lettuces, bunches of beets, and such. And for a private client, a low flower-table with a thick Lucite top, with hollowed-out squares to hold stemless flowers—roses, peonies, and those annual balsams that look like miniature camellias. This is all set only a foot off the floor on a washed-gilt metal base and could do duty as a cocktail table, as well. For Saks-Fifth Avenue, he has developed the perfect summer bed for your dog, a cushioned affair of scrolled, painted wirework, like a Victorian garden-chair, with a nicely curved back and a clean, cool look.

EVERETT GRAY LINSLEY

*Featherweight  
Sheared Beaver  
specially  
priced  
until  
Aug. 15*

**b. weinstein**  
485 Madison Avenue, New York

**martin** from Vienna  
well known hair stylist  
Specializing in Bébé curls—permanent  
Remarkable Results in restoring  
your hair to its original color.  
For appointment.. PL3-6262... #6 East 53 St. NYC.





A General Motors Value

Model illustrated: Five-Passenger Four-Door Touring Sedan, \$1320\*

## "Now we'll go sailing on the Highway!"

THE PEOPLE PICTURED above are about to embark on a great adventure. In their own words, they are going sailing—on the highway!

Other LaSalle owners may choose different words to express their enthusiasm. But it all adds up to the same thing. The car is such a marvelous performer that every hour at the wheel is a memorable experience.

There's a logical reason, of course, why

LaSalle *should* out-perform all other cars in its field. For LaSalle has a Cadillac V-8 engine—and that's the greatest assurance of performance that *any* car can have.

Just take the wheel of a new LaSalle—some day soon—and learn, first hand, why the driver's seat is *always* in demand.

Note the freedom from noise and vibration and driving strain. Note the quick, eager response to the throttle—the fine

balance and handling ease—the marvelous riding comfort over all types of roads and at all speeds.

Fine performance is the most important thing in a motor car. *And when you drive a LaSalle you enjoy performance no other medium-priced car can match.*

Your Cadillac-LaSalle dealer has a new LaSalle—in your favorite body style—and cordially invites you to take the wheel.

# La Salle

## \$1240

**AND UP** \*delivered at Detroit, subject to change without notice. Transportation, state and local taxes (if any), optional equipment and accessories—extra.

POWERED BY A *Cadillac V8 Engine*

Visit General Motors' Exhibits at the New York and San Francisco World's Fairs



Checks, this year,  
are Smaller!



... THE CHECKS  
THAT BUY AN OLDS !

LOWER PRICES  
RIGHT DOWN THE LINE  
Beginning with

**\$777\***

FOR THE "SIXTY"

\$840\* FOR THE "70" \$930\* FOR THE "80"

HAVE you ever had this experience while shopping? Found that the outfit you thought would be prohibitively expensive (because you liked it so much!) turned out to be well within your budget after all? That's what thousands of women are learning about Oldsmobile! They think it's terribly high-priced, because it's obviously a quality car. They love its sleek, slim beauty. They admire the luxurious fittings of its wide-windowed Body by Fisher. They envy the nimbleness, smoothness and responsiveness of its fleet performance. They yearn for the comfort of its Rhythmic Ride. Yet, if they only knew how little it costs to own an Olds, they'd have one in a jiffy! Actually, if you can afford any new car, you can afford an Olds. And you'll certainly be happier if you buy one!

☆ Delivered price at Lansing, Mich., subject to change without notice. Price includes safety glass, bumpers, bumper guards, spare tire and tube. State and local taxes, if any, optional equipment and accessories—extra.

Oldsmobile





# IMRA

At last! A truly exquisite cosmetic depilatory!  
odorless and painless

Just in time to make you the epitome of lovely femininity in revealing summer play clothes, comes IMRA, the amazing, delightful, cosmetic depilatory formulated to keep skin free as alabaster of unwanted hair!

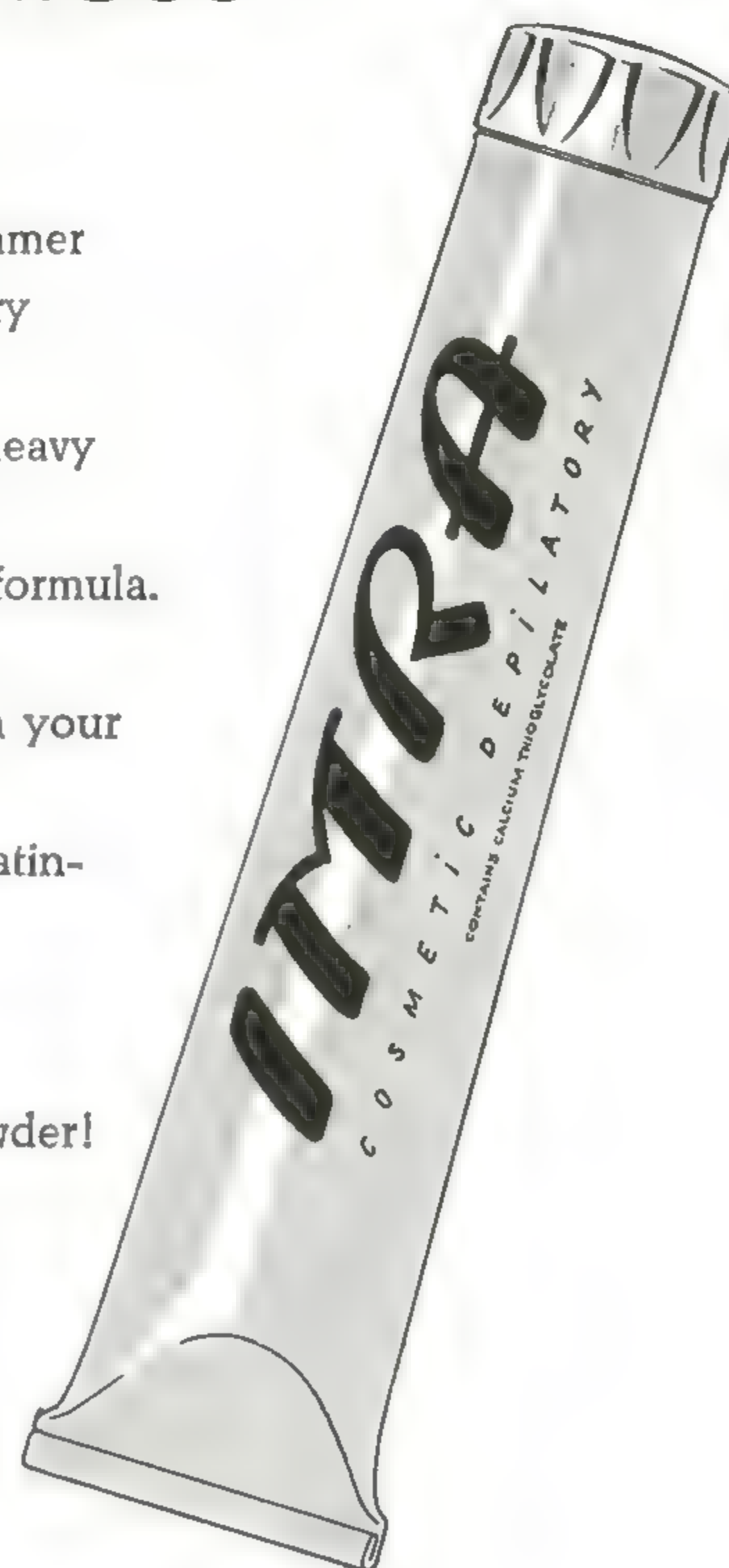
There's *not a trace* of disagreeable chemical odor...no suspicion of heavy perfume acting as "camouflage" for an objectionable smell. In itself, IMRA is odorless...a pure, delicate, white cream made from a new scientific formula. The *only* fragrance is the lovely scent of Chevalier Garde Perfume, used for purposes of "exquisitry" alone! So IMRA may be used freely even in your dressing-room without creating offensive odors.

Amazing IMRA removes hair swiftly, safely, painlessly...leaves skin satin-smooth. It saves you from ugly razor stubble...helps retard new growth, which, when it finally appears, is baby-fine.

You can keep arms and legs *hair-free* this summer with IMRA just as *delightfully* and *effortlessly* as you keep your face shine-free with powder! Get IMRA today!

Two sizes: 65c and \$1.00 at fine stores

If your favorite store cannot supply you, send \$1.00 to address below for postpaid largest size.



## IMRA\*

PARFUMS CHEVALIER GARDE, INC. DISTRIBUTORS  
730 FIFTH AVENUE • NEW YORK







# Vogue

COPYRIGHT 1939.

THE CONDÉ NAST PUBLICATIONS, INC.

*Incorporating Vanity Fair*

**JUNE 15, 1939**

Vogue covers the town, 14-15

Decorator's day-book, 16

Vogue's-eye view of summer fashions, 21

Paris—now, 22-31

Murder in the art galleries, 32

Mrs. Edgar Scott, 33

Cherchez la femme, 34-35

Checked surah slacks, 36

Random notes, 37

Summer stock, 38-39

This summer's débutantes, 40-41

Starred but not starring, 42-43

House of Jewels at the Fair, 44-45

Colour for sand and sea, 46-47

Country dinner: skirts or trousers?, 48-49

Italy sends fashions to the Fair, 50-51

"I simply live in it," 52-53

Young Ideas, 54-55

Good for your game, 56-57

Amateur photographers, 58-59

Come to lunch on Sunday, 60-61

Looking for a job?, 62-63

Bare little waist, 64

Covered little waist, 65

We say—sew, 66-67

Shop-hound's early crop, 68

Discoveries in beauty, 70

Augustus John, 77

Vogue's travelog, 4-8

Gourmet's guide, 9

School directory, 10-11

Vogue's address book, 12-13

The shops of vogue, 14-16

VOGUE incorporating Vanity Fair  
IS PUBLISHED TWICE A MONTH

THERE ARE THREE VOGUES:  
AMERICAN, FRENCH, and BRITISH

EDNA WOOLMAN CHASE  
Editor-in-Chief of the three Vogues  
Mehemed Fahmy Agha  
Art Director

AMERICAN VOGUE  
Editorial and Advertising Offices  
420 Lexington Ave., New York  
Cable: VONORK, New York

STAFF EDITORS:  
Jessica Daves, Managing Editor  
Arthur Weiser, Art Editor

FASHIONS:  
Emily Jves  
Martha Stout  
Countess Willaumez  
Betina Wilson (Paris Office)  
FINE ARTS: Frank Crowninshield  
FEATURES: Allene Tolmey  
SOCIETY: Margaret Case  
BEAUTY: Mab Wilson  
COPY: Marcelle McGuane  
MERCHANDISE: Frederika Fox

FRENCH VOGUE  
65 Ave. des Champs-Élysées, Paris  
Michel de Brunhoff, Editor  
Duchesse D'Ayen, Fashion Editor  
Thomas Kernan, Managing Director

BRITISH VOGUE  
New Bond St., London, W.  
Elizabeth Penrose, Editor  
Madge Garland, Fashion Editor  
Harry W. Yoxall, Managing Director

SUBSCRIPTIONS:  
For the United States, Possessions,  
Canada, and members of the Pan  
American Postal Union, \$5 a year,  
\$8 for two years, in advance. For  
all other countries, \$2.50 additional  
per year to cover postage. Single  
copies, 35 cents.

CHANGE OF ADDRESS:  
Write to Greenwich, Connecticut.  
Four weeks' notice is required  
for a change of address or for a  
new subscription. In ordering  
a change give both the new address  
and the old address exactly  
as it appeared on the wrapper  
of the last copy received.

COPYRIGHT:  
The entire contents of Vogue—  
text and illustrations—are protected  
by copyright in the United States  
and countries signatory  
to the Berne Convention  
and must not be reproduced  
without permission. Title Vogue  
registered in U. S. Patent Office.  
Vogue is manufactured in the U. S. A.  
by the Condé Nast Press.

THE CONDÉ NAST  
PUBLICATIONS, Inc.  
Executive and Publishing  
Offices, Greenwich, Conn.  
Condé Nast, President  
F. L. Wurzburg, Vice-President  
W. E. Beckerle, Treasurer  
M. E. Moore, Secretary  
E. F. Soule, Business Manager



These add up to summer—bright  
sun, warm sand, and a purely  
theoretical beach costume in  
giddy colours. Cover by Bérard



# THE NEW *Scissors Silhouette*

achieved with  
**PAGAN CHARM**  
*Lacing Girdleiere*

BY *Formfit*

with much benefit of "Lastex" yarn

Back to the gay 90's for lace and *laces*—of all things. The glamour girl of 1939 borrows the very same means her mother once used, the better to achieve the sculptured waistline which is the basis of the new scissors silhouette. Tiny waist and rounded hips are easily and comfortably yours with the ingenious front lacing device of this new Pagan Charm Girdleiere by Formfit. An essentially feminine and luxuriously lovely garment to mould and hold you by the magic stretch of "Lastex" yarn. You will find this and other Formfit Foundations, as well as the creations of other leading stylists, made with "Lastex" yarn, at better stores everywhere. When you choose foundation garments of any kind, all-in-ones, girdles, panties, brassieres, make sure of your figure by making sure of your "Lastex" yarn.



Breasts held high and  
defly separated  
Waist shaped inward to  
intriguing slenderness  
Skirts trimly compact



THE MIRACLE YARN THAT MAKES THINGS FIT . . .

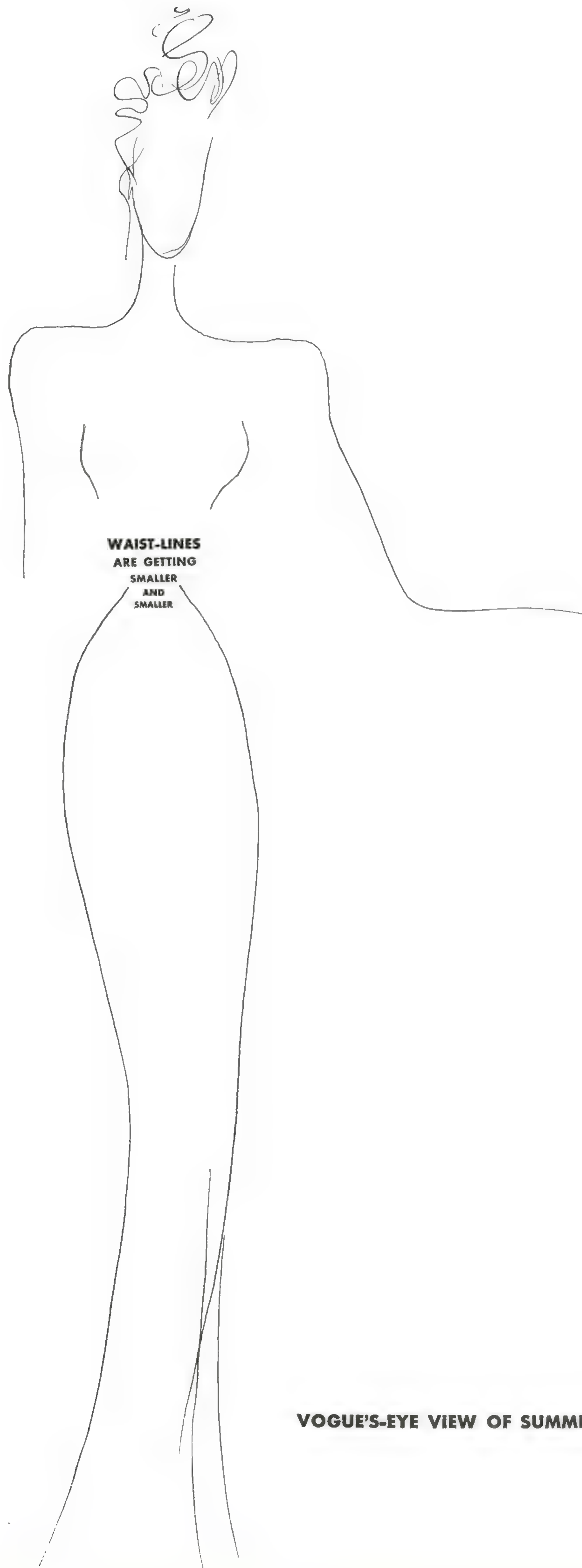
*Lastex*  
REG. U. S. PAT. OFF.

An elastic yarn manufactured exclusively  
1790 Broadway



by United States Rubber Company  
New York City





**VOGUE'S-EYE VIEW OF SUMMER FASHIONS**





VIONNET'S FROTHY DRESS OF MAUVE-PINK CHIFFON—ONE OF THE PRETTIEST DRESSES AT A RECENT DÉBUTANTE PARTY IN PARIS

HORST



# Paris—Now

THE serpent dancer at the Bal Tabarin has given Paris almost as many shivers as the war scare. Madame Jean Larivière's fabulous pearl-fringe necklace has caused more talk (of a flattering form) than did Marie Antoinette's famous diamond necklace. The lawns along the Champs-Élysées are gashed to install bomb-proof shelters. Bagatelle's "Swing" music is pack-jamming the place, one American bachelor keeping it open until 9 a.m. The windows of Sainte-Chapelle are taken down, put up, taken down, and put up again until the engineers want a way to get them out with zippers.

The Ambassadeurs opens again with a great crush. In the basement of the Louvre are packing-cases yawning to receive treasures to be whisked away to safety. The playwright Giraudoux comes through with a new hit, "Ondine," that is as full of wit as "Amphitruon 38," with startling *décor* by Tchelitchev. Madame Geneviève Tabouis (the Dorothy Thompson of Paris) writes her dire predictions every morning in *L'Œuvre*. But the theatres and night-clubs, the cafés and races are crowded, the arts and fashions of Paris go on as usual.

The love of amusement, elegance, and luxury—riding on the surface of danger—is part of the Parisian character. In Berlin nowadays, there are monster parades and waving flags. In London, every one is inured to triweekly gas-raid rehearsals, blue-dipped street-lamps, and biweekly black-outs. But Paris is proceeding to do the things it loves to do and talk about the sort of things it talks about so well.

**PARIS ELEGANCE.** All the women are interested in politics, but they continue to order clothes, redecorate their houses, and give parties. The ball that the Comte and Comtesse de Limur gave for their débutante daughter, Hélène-Marie, went on until six in the morning—and the floor was a whirl of new wasp-waisted dresses from the Mid-Seasons...including that ruffly Vionnet opposite, Maggy Rouff's flowered handkerchief linen dress, and Chanel's white lace. The prettiest débutante in Paris, Mademoiselle Brinda Balfour, came in white tulle with an ostrich plume in her hair. One of the daughters of the Argentine Ambassador wore Molyneux's mauve taffeta with lilacs in her hair; the other, Chanel's red grosgrain.

At the opening of "Ondine," many a bustle and Polonaise skirt sent glances behind. Princesse Poniatowski came in Schiaparelli's printed satin—the bustle no pretence. She is one of the first to prove the allure of Schiaparelli's face-screening hats in that honeycomb one above. New jewels glittered in many coiffures—jewels are about all that Paris likes in hair at the moment. One woman even wore a pendant necklace hanging down the nape of her neck. In spite of all the elegance, nothing is cheap. The tiniest *bistro* gives you a bill in three figures for two people. But no one complains very bitterly.



PRINCESSE JEAN PONIATOWSKI IN SCHIAPARELLI'S SCREEN HAT

*New fashions,  
pleasures, and politics  
in Paris to-day*





MADAME JEAN LARIVIÈRE'S FAMOUS PEARL-FRINGE NECKLACE



STREET SCENE: GAS MASKS AND BREAD

**PARIS POLITICS.** Resolute and efficient military preparations go on all the while. Gas masks are given every Frenchman—and quickly forgotten. The long loaf of bread is the comforting sign of a steady bourgeois life, with the gas mask a passing necessity. They come in grey cans or canvas sacks, and practically no one knows how to put them on.

Sometime after Munich, the City Council of Paris decided to get masks for the civilian population, and placed huge orders in Czecho-Slovakian factories. Half of the required quantity had been delivered when Czecho-Slovakia disappeared from view, and the City Council began the distribution by drawing lots. Now that French-made masks swell the supply, about two-thirds of the city is provided. Any day, on the sidewalk, you may see a family group trudging home, proudly carrying the elongated lunch-buckets that hold their masks.

The City Fathers, naturally, did not undertake to supply masks to other than Frenchmen, and, for a few days, the foreigners looked forward to Perishing Like Dogs. However, foreigners now buy masks at a number of depots. The British Consulate supplies its subjects with a very superior gas mask at forty-two francs. Since the City of Paris' gas masks will eventually be billed at fifty-six francs, lots of Frenchmen are hopping mad.

The distribution of sand for use against incendiary bombs has been renewed. The function of the sand is somewhat mysterious. As far as we can learn, it is stored in top-floor apartments, and, when a bomb hits, the concierge is supposed to emerge from the cellar, dash to the roof, and scatter sand over all burning spots. As the Parisian concierge rarely wheezes higher than her ground-floor loge, except once in a quarter to collect the rent, there is some doubt as to the efficiency of this arrangement. However, as befits an accredited agent of the police and the potential saviour of many lives, the concierges have received a very special kind of gas mask, with pipes.

But there are little signs of precaution. Beds of begonias are again being reset over the gashes in the Champs-Élysées, that altogether belie the reinforced concrete beneath. Far from the impression of marching armies, there are actually fewer uniforms than usual in the streets of Paris. Many of the regular garrison troops of Paris have been sent to the Maginot line. The great École Militaire here is practically disbanded, the students sent to join their regiments. The mobilization of a half-million men has been unbelievably discreet: no fanfares, no marching colours, no general call of the military classes. Each man received a neat little post-card to report a certain hour and a certain day. Consequently, the redoubled guard of three frontiers has been effected with hardly a ripple on the surface of the city.



MADAME SUZANNE SCHREIBER-CRÉMIEUX, A POWER IN POLITICS



**PARISIAN PRESS.** In this mobilization of all resources, the press is not censored, but is "discreetly directed." That is to say, disagreeable or alarming news is not barred, but is relegated to small type on page two. The Weidmann murder trial occupied the head-lines during all the period of the annexation of Bohemia.

The most discussed of the journalists on international affairs is Madame Geneviève Tabouis (shown left, below), who gives Paris a catastrophe a day in the columns of *L'Œuvre*. Her *Blackmail of War* has sold four hundred thousand copies, and Hitler paid the compliment of replying to her in his Reichstag speech. She is the niece of two famous ambassadors, Paul and Jules Cambon, and apparently cut her baby teeth on the doorknob of the Quai d'Orsay. Americans think of her as a French edition of Dorothy Thompson.

The man in the street takes his news as he finds it, and the French press, with rare unanimity, insists upon the sang-froid, the righteousness, and the strength of La Patrie. This national union, which no foreigner believed possible six months ago, has been forged, as all good steel must be, by successive blows struck during a period of white heat. Munich, Slovakia, Memel, Albania, Jugo-Slavia, Hungary—each defeated hope has welded France more firmly. Even those professional dissenters, the high-kicking French Communists, have been amazingly calm. The great Communist newspaper, *L'Humanité*, has fallen into line, and, instead of the usual fireworks on May first, Mr. Péri dedicated sober columns to the Polish affair, with only a wistful afterthought to the burning of Paris in the good old days of the Commune. This is the first May-day in many years that has not seen strikes, labour (Continued on page 84)



DIGGING BOMB-PROOF SHELTERS



MADAME GENEVIÈVE TABOUI. A POWER IN THE PRESS



PCESSSE. STARHEMBERG, AUSTRIAN BEAUTY



THE SENSATIONAL BAL TABARIN SERPENT DANCER



TCHELITCHEW'S SET FOR THE THEATRICAL SUCCESS, "ONDINE"









PAQUIN invents two new ways to make your waist-line *look* less than it really is. First, a decorative dress of white piqué, with a net-encrusted cut-out design, that gives you a doll-waisted look. Imported by Salon de Couture, Bonwit Teller. Second, black lacing draws attention to the corselet that encases your waist, in a white handkerchief linen dress with panel and bolero of embroidered lace

## *Waists dwindle at Paris Mid-Seasons*

(Opposite) BALENCIAGA minimizes your waist with a tight bodice and not one, but two aprons. One is on the white embroidered handkerchief linen dress. The other, of periwinkle faille, ties over it. (Boucheron jewels)





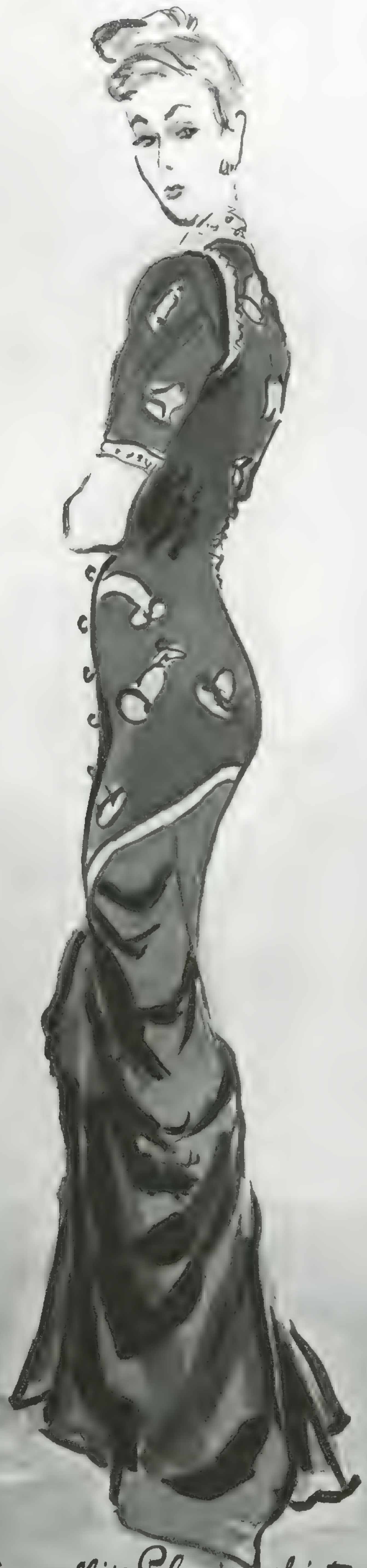
Look  
behind  
— says Paris

Look at Alix's bustle  
.. at the train  
.. at the rose and black moire





Look at Schiaparelli's bustle  
 .. at the long, pointed jacket  
 .. at the huge net hat  
 (Marshall Field)



Look at Schiaparelli's Polonaise skirt  
 .. at the long, shapely tunic  
 .. at the gold bells on black crêpe

*Eric*





Bruyère's lashed-on hat of burnt-toast straw, bound in place by a red, white, and blue scarf



Piguet's blinding diamond zipper, adding about 130,000 francs to the price of a dress. By Van Cleef Arpels



Rochas's puffy toque and muff looped with red plaid ribbon, cheering a stark black dress

## Collection



Schiaparelli's new cover-face hat with a net visor; her new diagonal-peplum silhouette on a black dress



Schiaparelli's whimsy—a smoking-glove of rust suède, with safety-matches in the cuff, a striking-board on the wrist





Maggy Rouff's white linen suit, tailored like a dream, touched up with a fountain-clip of gold and ruby stones. Dotted blouse



First: Piguet's raffia flowers embroidered on the jacket of a black linen suit. Second: Schiaparelli's experiment—a bloomer-skirt with printed knee-garters

# Caviar



Another curtain-hat by Schiaparelli—this time made of concentric, horsehair-mesh circles. Music-printed scarf; music-box bag



Schiaparelli's berry-garden toque, luscious with gooseberries, blackberries, cranberries



Schiaparelli's mid-season musicale—a music-box bag that tinkles "Rose Marie," two music-motif clips, an organdie glove embroidered with a musical score



# MURDER IN THE ART GALLERIES

A slightly embittered report  
on the clichés of the knowing

By Allene Talmey

WITH art hanging like a low miasma over the entire country, with babies lisping the name of Picasso, with circulating art shows, with the Museum of Modern Art seen by nineteen thousand people in one week, with both Fairs chuck-full of paintings and sculpture, it is extraordinary the amount of facile, charming nonsense that every one hears about it.

Aren't you tired of such phrases as: The American Scene, Bedroom Art, Regional Painting, the rotundity of Rubens and the astigmatism of El Greco, the Persian influence on Matisse, and the complexity of Miró and Chagall? It would be pretty wonderful if every one would forget to say that Giotto, El Greco—any painter, in fact, before Manet—was really the First Modernist. Perhaps along with these, we could scrap such words as integration, cosmic unity, veracity as in life itself, infantilism, bravura, vast creative resources, Freudian, and the return to the womb.

Aren't you weary of all the talk about Primitives, about Sunday Painters and their childish approach? The limit has been reached in the variation of phrase about their virginal technique, the bloom of their inexperience, the enchanting awkwardness of their æsthetic adolescence.

Don't you think it's time people stopped being amazed at movie actors who buy Renoirs?

Don't you think that all the wit at the expense of Dali could be thrown away, unused? Instead of the recurrent deadly gags, people might notice the cleanly beautiful painting of his backgrounds, which have taken on the characteristics of older painters; his hills that suggest Giorgione, his woods like Van Eyck's. There should be a ban, in fact, on being baffled by Surrealism, a phenomenon that has been going on for four hundred years now. If the monks of the time of Hieronymus Bosch could accept Bosch's mysticism, his Surrealism, the rest of us can accept such present practitioners as Dali, and the new prodigy, Castellón, much as we accept the Bell Telephone System.

Don't you wish that people would have more curiosity about such good painters as Raphael Soyer and Jack Levine and William Gropper?

Aren't you fed up with art-lovers who would rather own a painting that they can talk about, than one they can look at?

Aren't you sick of people like the woman who went to the opening of the Museum of Modern Art, threw a practised eye around the gallery that held the Toulouse-Lautrecs, the Renoirs and Picassos and Van Goghs and said, bleakly, "Just their regular line"?

Aren't you bored by art critics who write apparently for further mass confusion in a style that is a composite of windy jargon and cosmic glue?

Won't you be glad when the artist's "*sensibilité*," a lovely, shimmering word, which always sounds as though it must mean something, is quietly abandoned?

Aren't you heartily sick of people who look at contemporary art with an "I give up, what is it?" attitude? By now, they have put Cézanne, Gauguin, and that lovely Degas man safely away with Da Vinci and Titian, but they don't understand Picasso's 1938 mood, the hips and breasts of the women of Lachaise, the violence of Soutine, and the stained-glass window technique of Rouault.

Wouldn't you like to go to a gallery that wasn't so close-mouthed about the new artists?

Don't you wish that people wouldn't act as though they had never once thought it was wonderful to know about Van Gogh, Léger, Gris, and Georgia O'Keeffe and Marie Laurencin—and are now completely finished with them and have gone on blithely to be tiresome about Kane, Lehmbruck, Dali, Tchelitchev, and Blume?

Aren't you weary of foreigners who believe that if a great painting allows itself to be bought by an American collector (who arbitrarily, they say, is rich, knows nothing about art, and buys for the social effect) the painting must be inferior?

Aren't you ready to accept American art without so many apologies for it? To believe that Brook, and Burchfield, and Sheeler, and Hopper, and Kuniyoshi, and Dove, and Marsh, and Kantor, and Dickinson, and Karfiol, and Curry, and the rest can paint, without having to wrap the painting in the flag?

Aren't you tired of people who are afraid to say they like a painting for no other reason than that they like it; who are ashamed flatly to like the least popular painting in the whole collection, to like it just because it satisfies them?

Wouldn't it be nice to ignore people who now understand Brancusi, but choke over Lipchitz?

Won't it be awful, next November, when the Museum of Modern Art puts on its big Picasso show and every one thoroughly understands Picasso in his "two-face" period; when art-lovers will stand in front of his portraits of women, done in profile, with two eyes, one mouth, two ears, a nose and a half, saying, "How surgical he is!"





CONDÉ NAST ENGRAVING

*Mrs. Edgar Scott*  
*from the portrait by Augustus John*  
*Number 6 in Vogue's series—"Portrait-Painters of To-day." [Article on page 77]*



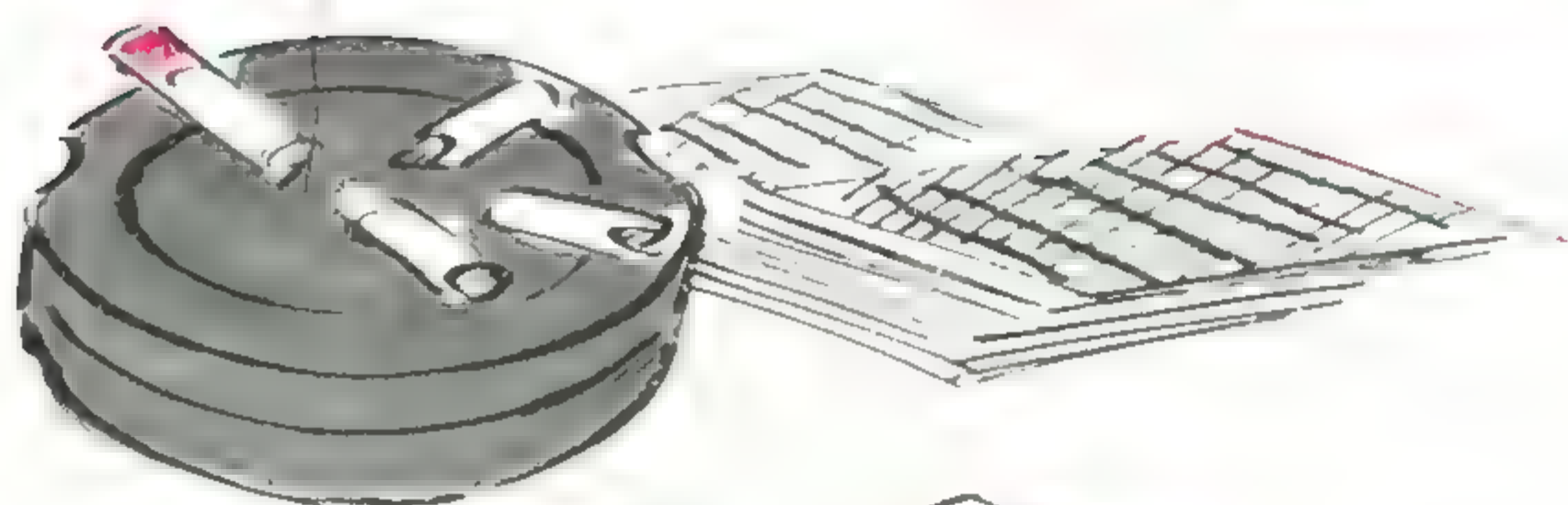


# Cherchez la femme

ALAS, what a calamity. Monsieur is suicided. Near his hand the clue to his dilemma insurmountable. A Cyclamen rouge for the lips. Therefore, one says, "Find the woman."

It arrived like this. Once, when his wife used one only lipstick, Monsieur could tell at a glance that the sherry glass was to Madame, and the lip-marks on the cheek of the young man were *not*. This made Monsieur very happy, and, discreetly, he bought for his little friend the same shade—a trace on his handkerchief could easily be attributed to Madame—and life it marched well.

But, alas, what a stupidity arrived—for Madame bought of Elizabeth Arden *four* different rouges for the lips. Poor Monsieur. What a confusion. What a bowl over. For he, the miserable, is no longer sure that the kiss on the cheek of the



CLUE 1—The cigarette in the bachelor flat



CLUE 2—The incriminating cocktail glass



young man is *not* of Madame. And is it to her—the carmined cigarette found in the flat of his bachelor friend? At last, full of despair, he addressed himself to his wife. “Listen, my little, life is of an ample fullness of complication without this. Let us be agreed that you return to using one only colour. If not, I swear I will kill myself rather than continue in this confusion lamentable.” “My very dear,” replied his wife, “you know well that I love you above all, but never of the life will I return to one only colour, now that I have discovered these shades of such chic.”

And that, my little ones, is how the suicide of Monsieur arrived. Madame wore only Cyclamen to the funeral, and, on his handsome tombstone, she had carved weeping angels over the words, Redwood, Cyclamen, Stop Red, and Sky-Blue Pink.



CLUE 5—The unidentified visitor



CLUE 4—Prima facie evidence



CLUE 3—The Other Woman in the case



Even Jenkins is confused





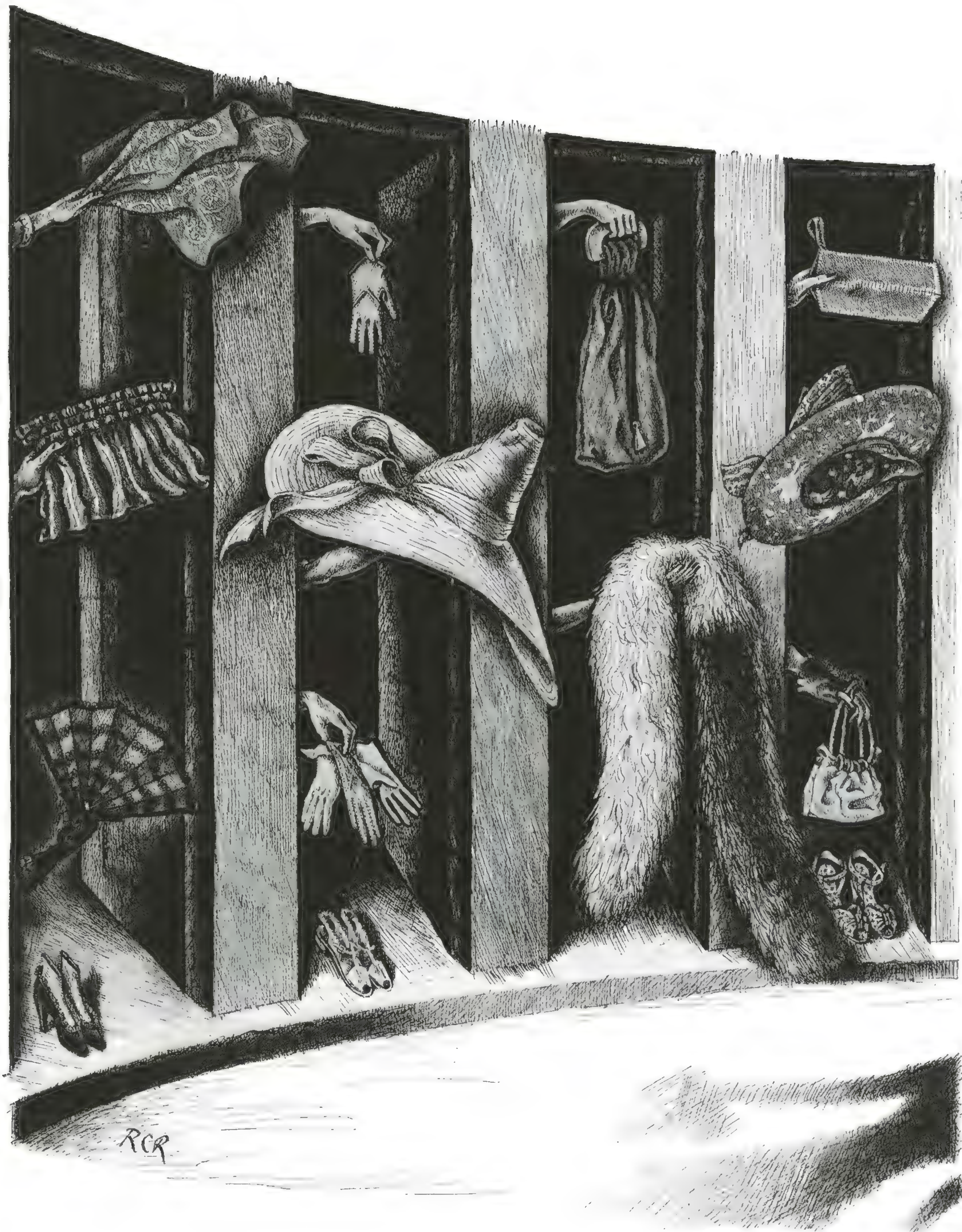
Checked surah slacks  
(only if you are tall and hipless);  
a jersey blouse, surah bolero,  
Descat cart-wheel, Delman shoes.  
All from Bergdorf Goodman



# Random notes on waists, women, and what-not

- As soon as she unwrapped Vogue's May 15 issue, Joan Crawford wired from Hollywood for the John-Frederics hat and plaid blouse on the cover. Paulette Goddard sent post-haste for the plaid gingham skirt and bandeau on page 61 of the April 15 Vogue. More admirers (and buyers) of that same beach suit: Mrs. James Roosevelt, Mrs. Orson Welles, and Mrs. Paul Flato, who ordered one for herself and one for her daughter.
- To watch her husband play International polo at Meadow Brook, Mrs. Stephen Sanford ordered, at Hattie Carnegie's, a gold-buttoned dress of beige-and-white stripes. And to throw over her shoulders, a superb beige camel's-hair cardigan, gold-buttoned. Mrs. Michael Phipps is watching her husband in a printed dress from Saks-Fifth Avenue—Schiaparelli's amusing "Camille" print sprinkled with camellias and scenes from Camille's life.
- Cart-wheels are rolling in again. The largest in town is two feet in diameter, Lilly Daché's stitched red chiffon one on page 38. Dozens of women are ordering Bergdorf Goodman's huge Leghorn cart-wheels—the born flatterers.
- White appears again to be Glamour Colour No. 1 for evening. At the opening of the St. Regis Roof, both Mrs. John J. Astor and Mrs. Byron Foy in white chiffon, three women in Chanel's white lace; one woman in white muslin with black velvet waist streamers. Outstanding at the opening night of the Modern Museum—Mrs. Jack Wilson in a white piqué dress with a white piqué jacket.
- The way waists are dwindling—a frantic search goes on for mannequins with minute midribs. Only if you have a girth small as Georgia Carroll's (she's the mannequin posing on page 64) should you dare that bare-waisted dress. For you with more average waists, dressmakers have contrived eye-foolers. A waistband of pink Lastex in a black lace dress. A wide waistband of dark brown linen in a pink chiffon dress...for instance.
- Eighteen rhinestone wedding-rings form the loops of that chic draw-string bag of velvet on page 38. Sweet idea for a débutante or a bride or any one.
- Beach discovery: Lelong's ankle socks of red-and-white dotted foulard, looking like bed booties. Over them, you wear white beach sandals.
- Shawls—little old-fashioned triangles—sheltered many shoulders at the opening of the Ambassadeurs in Paris. A white lace one, a white paillette one, a white ermine one fringed with tails.
- Latest offspring of turban family: Lilly Daché's turban of net that exactly matches your hair. People at a distance swear you are bareheaded.
- New York, like Paris, is looking behind. Bustles are too strong a word, but there's something happening at the rear of most evening dresses. A huge bow winds up on the back of a striped dress (Hattie Carnegie's), which both Mrs. John Schiff and Mrs. Edward F. Hutton wear. And several new striped Directoire dresses have a pretence of a bustle.
- What promises to be *the* evening coat of the season is the one that the Duchess of Windsor ordered from Mainbocher. Hattie Carnegie brought it to this country. It's a boxy, double-breasted, hip-length coat cut as casually as a reefer, but it's made, unexpectedly, of sequins worked in stripes.
- Inordinate success has come to that black-and-white cotton plaid suit on page 41 of the May 15 issue. We can't begin to enumerate the women who wear it. Black bengaline suits with short (or long) sleeves are another 1939 uniform. And what better is there for scurrying around the Fair in the evening?
- One parting shot. If you can take your mind off the heat and think of furs, think about a stole for autumn—perhaps the baum-marten one at Jay-Thorpe. There's every sign that long fur stoles are going to steal the autumn show.





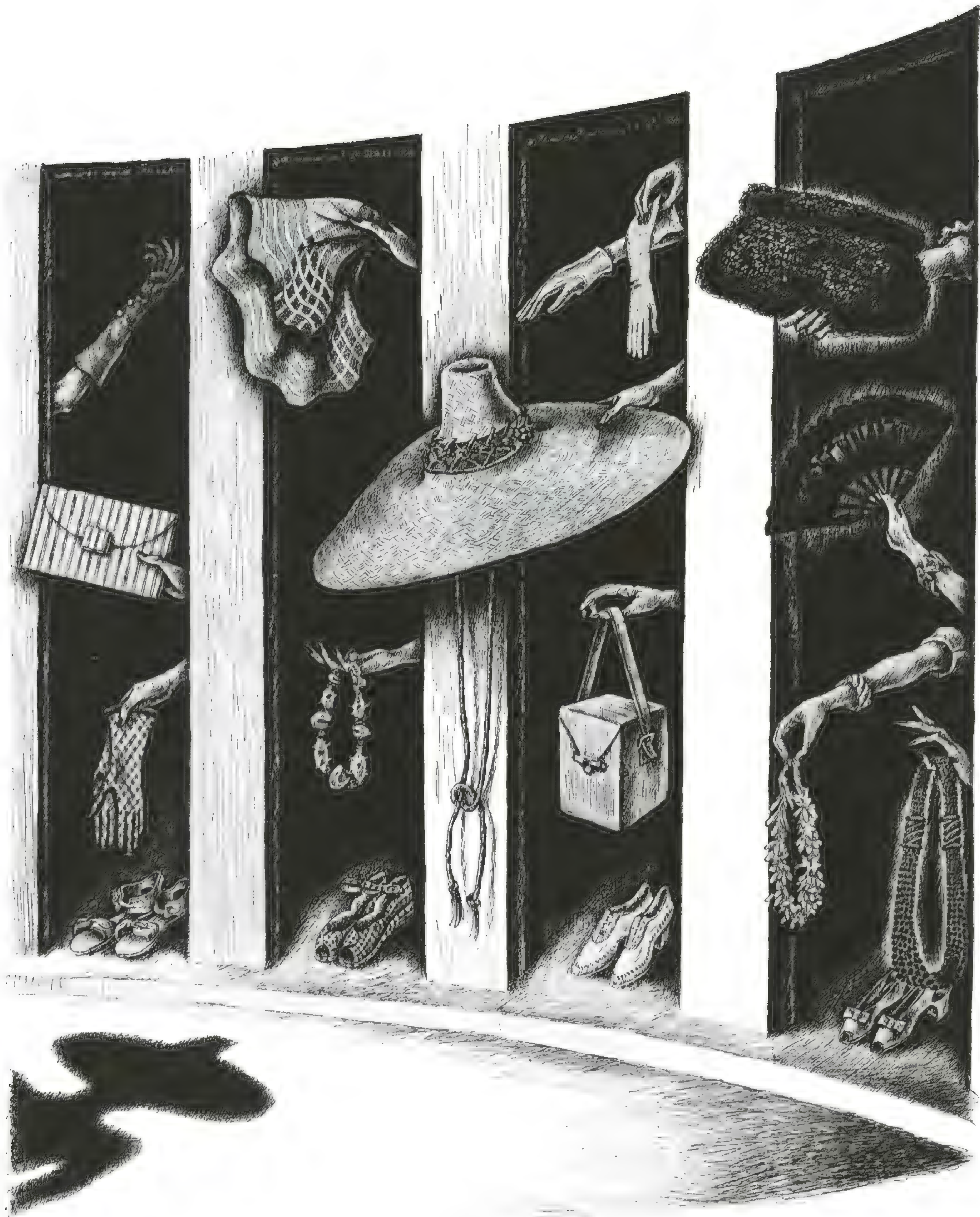
- (Top of panel) Chartreuse cotton scarf; Lord and Taylor
- Bag of imported Roman-striped fabric. Chartreuse, royal-blue, and white stripes. From Jay-Thorpe
- Fan, suède mitt made by Superb, suède opera pumps, all black, all edged with black lace. I. Miller

- Glove of tobacco-coloured, washable Kislov. Best; and I. Magnin
- Hat, red chiffon. Lilly Daché
- Gloves: the first piqué one and the third linen one designed by Merry Hull. Saks-Fifth Avenue.
- Chamois shoes. Lord and Taylor

- Beach bag of fire-engine red canvas. A Talon fastening and natural wood handle. De Pinna
- A feather boa looks new and sophisticated when it drips clear to the floor, and is half one colour, half another. This one is pink and black. Hattie Carnegie has it

- White Koret bag. Bonwit Teller
- Printed cotton hat. Lilly Daché
- Scalloped mitt of rose suède. Novo glove. Bergdorf Goodman
- Evening bag of blue velvet, with wedding-rings. John-Frederics
- Evening shoes of gay printed silk crêpe. From J. and J. Slater





## SUMMER STOCK

- Longish glove of tomato-pink suède, buttoned at the side. Altman
- Tailored bag of blue-and-white striped silk. At Lord and Taylor
- Gloves by Merry Hull. Blue-and-white gingham. Saks-Fifth Avenue
- Sandals such as a Guatemalan soldier wears. Lord and Taylor

- Huge square of sheer cotton. Blue, grey, and red stripes subtly blended. At Saks-Fifth Avenue
- Necklace of pale pink blown glass and blue silk cord. Designed by Marianna Von Allesch. Best
- Checked gingham sandals on a wedge sole, made by Joyce. Best

- Two gloves: Rain glove with Pliofilm back by "Wear-Right." Saks-Fifth Avenue. Second, fabric glove by Aris. Lord and Taylor
- Cart-wheel. Florence Reichman
- Pigskin box-bag. John-Frederics
- Country Oxfords in brown-and-white, by Arnold Authentic. Best

- Dinner bag of ruffy black lace, made by Lewis. Saks-Fifth Avenue
- Black moire fan. Lord and Taylor
- Chalk-white necklace designed by Martha Sleeper. Jay-Thorp
- Ox-blood beads by Trifari. Gold-dipped clasps. Saks-Fifth Avenue
- White suède sandals. I. Miller





THE MISSES COLETTE GAY, MARY STEELE, ELIZABETH GIBSON, ROSAMUND REED, MARJORIE FLAGG, MARGARET HARPER, MARY FILLEY

# *This Summer's Débutantes*





THE MISSES ANN WICKES, ELIZABETH PUTNAM, BARBARA ISELIN

*T*HIRTEEN new young faces. Thirteen of the new cargo of débutantes. Most of them were still in school when we photographed them boating in Central Park; three of them—Dorothy Blackwell, Marjorie Flagg, and Mary Filley—had just returned from a winter's study in Paris. Towards the end of June, their whirl begins—classroom clothes forgotten for ballroom ones; coming-out parties crowding the calendar on Long Island and New Jersey. So many girls come out now in the country during June and July that summer is known as the débutantes' "Little Season." One of the thirteen on these two pages will probably blossom into the beauty of the year. Which? A few months will tell.



THE MISSES ELIZABETH KEAN, DOROTHY BLACKWELL, MARGOT FINLETTER

TONI FRISSELL



# Not starred but starring

BACK of the spot-lighted performances of the stars lies a bulwarking phalanx of players. They are the bread of the theatre, the water over which the stars bubble. Here are five of the great unstarred characterizations of the season—five players who have come up through twenty years of experience and dozens of parts. Some have been in the movies—all acquired their knowledge in the theatre. In these five rôles, there is the essence of their years in the theatre, the excitement of their polished craftsmanship.



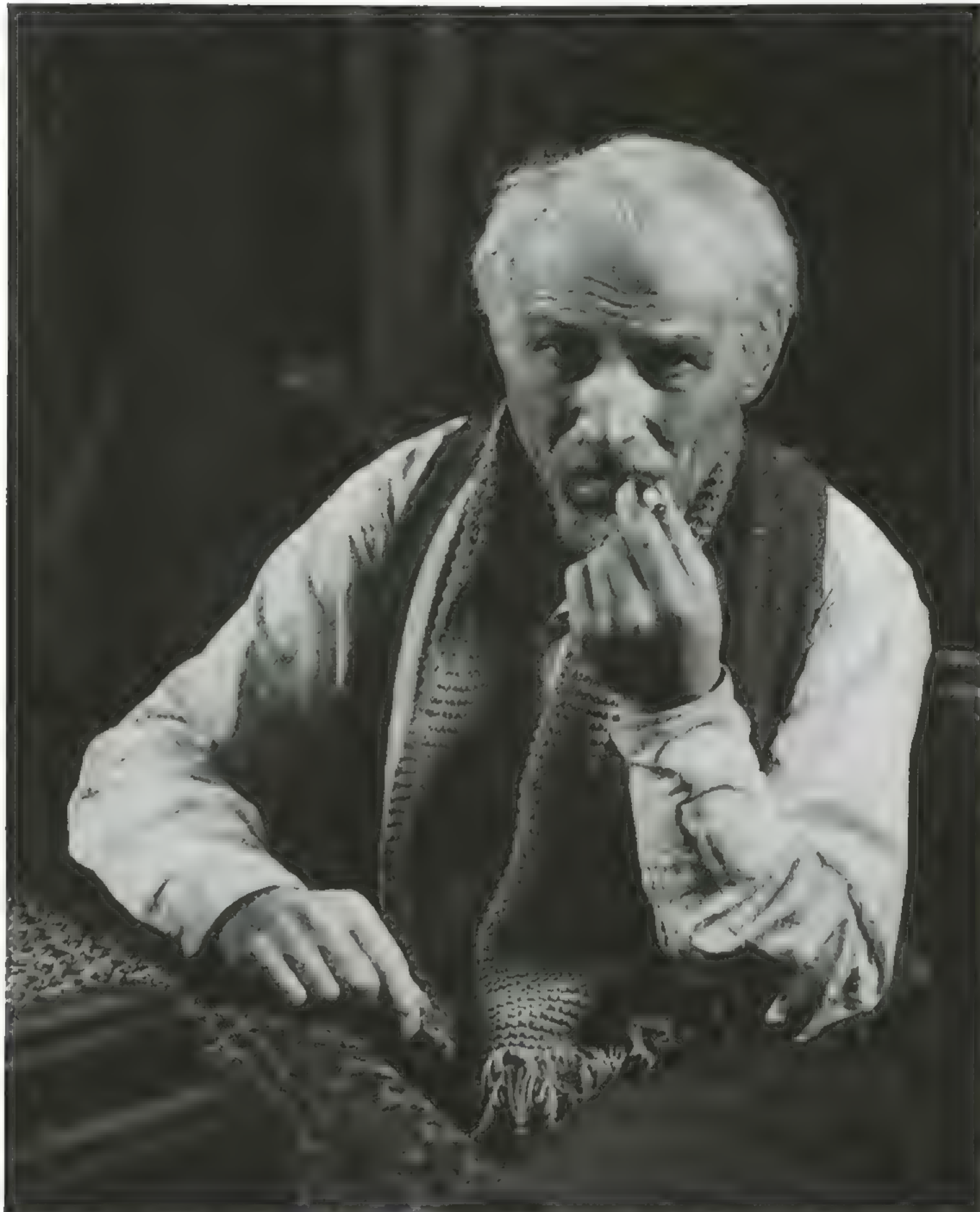
**BARRY FITZGERALD** played the Canon in "The White Steed," that intense Irish play about tolerance. To make the sick old Canon outwardly benign and inwardly shrewd, Fitzgerald used plenty of tricks—beetling eyebrows, the champing jaws of a rubber-faced doll. He has a crunchy technique, learned mainly from his years with The Abbey Players, where he first played his superbly carved Fluther in "The Plough and the Stars." A master of Irish genre, Fitzgerald captivated New York with his cosy Canon.



ANDRÉ KERTÉSZ

**PATRICIA COLLINGE** plays Birdie in "The Little Foxes," that murderous play about a family of money-lovers. Outwardly broken, inwardly intact, Birdie, a crushed aristocrat, has too much courage to surrender, too little to fight. To play so complicated, so touching a character, Miss Collinge brings everything she has learned since she left Dublin, since she created Pollyanna, since she fluttered four years ago in "Autumn Crocus." Darting, light-voiced, she has few tricks, a delicate imagination, and a hidden but solid art.





**MORRIS CARNOVSKY** as Grandpa in the revival of "Awake and Sing!" is a noble character, outwardly defeated, inwardly triumphant. To that rôle, Carnovsky, who has ranged like a hawk over the plays of the Group Theatre the last nine years, brought also his years of experience with the Theatre Guild. Without tricks, but bolstered by his brilliant analysis of such varying rôles as Brother Martin in the Guild's "St. Joan," as the lunatic psychiatrist in "Johnny Johnson," he played last winter, with equally deep emotion, a frustrated dentist in "Rocket to the Moon," and the simple old man of the Group Theatre's "Awake and Sing!"



**HAL SHERMAN** dancing in "Hellz-a-Poppin," that slam-bang revue, is a grotesque character, outwardly gay, inwardly morbid. Sherman learned every trick of traditional dead-pan clowning in the years he spent as a burlesque comedian, as a dancer with the Dolly Sisters in Paris. He uses all these tricks in "Hellz-a-Poppin"; the coat too long in the sleeves, the anxious sidelong glance at the wings. Sherman's own tricks are his carelessly sorrowful face, his loose, almost noiseless dancing, his incredibly agile legs. He is a misfit, a little man in a big world; still a tramp, but a worldly Broadway tramp, a bitter, dancing humorist of the banana-peel school.



**SAM JAFFE** as Jonah in "The Gentle People," a soft-focus melodrama about the revolt of the passive, was an unknowing Aristotelian, outwardly docile, inwardly of steel. Without tricks, Jaffe used all the knowledge that he has absorbed since he taught mathematics; all the experience he acquired playing Shakespeare, playing Kringelein in "Grand Hotel," playing Gunga Din in the movies. Most of his parts have been facets of kindness; all were added up for the rounded portrait of a good man pushed too far.



# HOUSE OF JEWELS AT THE FAIR

**I**T'S the smallest building at the Fair, the House of Jewels, but it houses the most fabulous exhibit. In it are several million dollars' worth of jewels. In five show-windows, five leading Fifth Avenue jewellers exhibit their magnificent designs...some are shown here. And in a small theatre, you see the staggering collection of uncut diamonds from the DeBeers Consolidated Mines and The Diamond Corporation...while you listen to the biography of stones from mine to jewel-box.

OPPOSITE: Black, Starr, and Frost-Gorham are exhibiting beautiful pearls: that three-strand pearl necklace with a huge diamond clasp; and that pearl-and-diamond clip at the lower right. (They also show one of the world's largest pearls.)

- From Tiffany and Company: The sapphire-and-diamond necklace second in the photograph—it has two removable clips. The diamond necklace with the gigantic aquamarine in its pendant. And the diamond bracelet at upper left
- From Udall and Ballou: The gold-and-ruby flower earrings. The bracelet of gold, tourmalines, and diamonds. The diamond-and-ruby clip at bottom of page
- From Marcus—the superb necklace of Siberian amethysts, tear-drop-fringed

BELOW: Among Cartier's exhibits are the jewels in the first group: a pair of wing-shaped earrings paved with rubies and diamonds. A bracelet of diamonds and pearls, arranged like rosettes. And a clip set with diamonds and rubies

- The second group is from Tiffany: Gold wrist-watch set with diamonds and sapphires. Orchid clip of diamonds and rubies. Diamond wrist-watch in link design







JEWELS EXHIBITED BY TIFFANY AND COMPANY; BLACK, STARR, AND FROST-GORHAM; UDALL AND BALLOU; MARCUS





Pants that persuade you they're skirts  
by their swinging, circular lines.

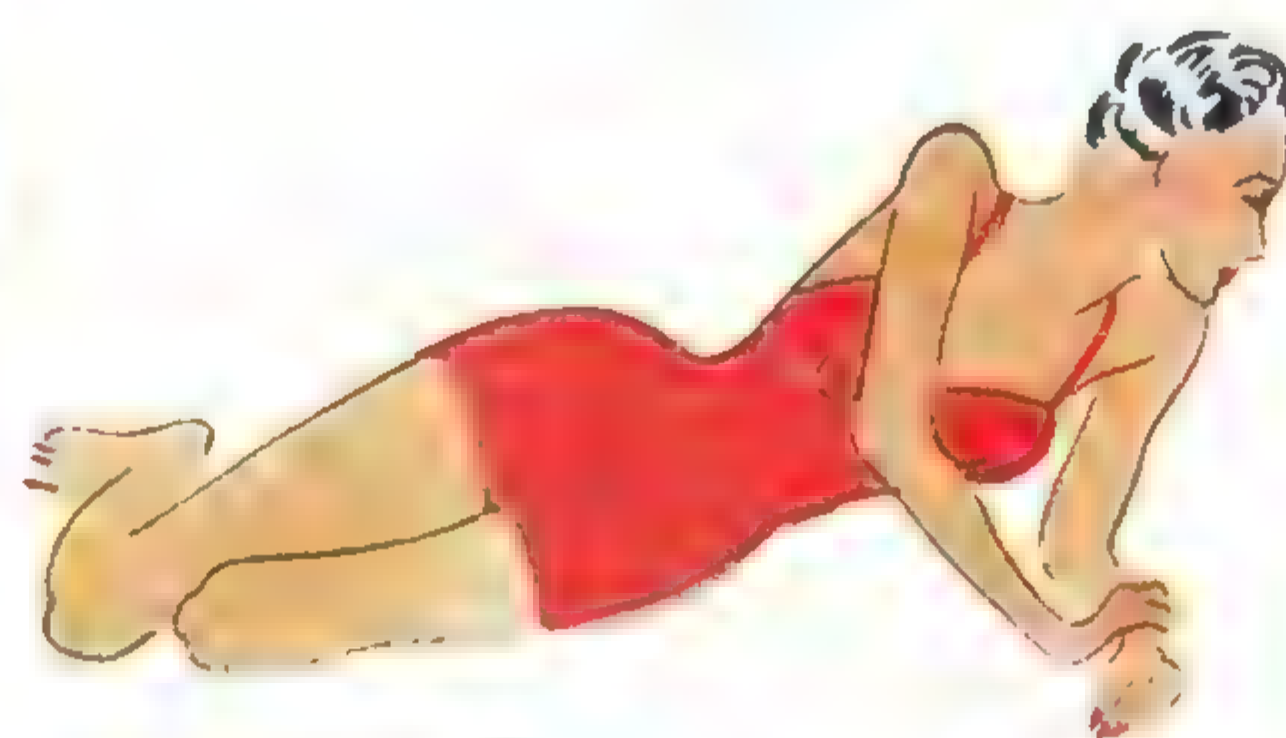
First: Wide, wide linen shorts, a square-back bodice,  
and a new trio of colours. Bergdorf Goodman.

Second: Wide, wide crêpe pyjamas  
printed with giant flowers. Bergdorf Goodman



Above: One-piece sharkskin beach pyjamas,  
a soft sash. Saks-Fifth Avenue.

Left: Like a British Colonial's—  
a linen bush-jacket and longish shorts.  
Many gold buttons. Saks-Fifth Avenue



*Colour ... for the sand*

Dive into colour—

First, above: A pliant suit of cyclamen satin. Milgrim.

Second: Rose-red sharkskin in a new alliance with "Lastex" for a suit  
that fits as if it had been pasted on. Russeks

Beach ballet costume—a Degas skirt of white piqué,  
a striped piqué bodice, a close red turban. Bergdorf Goodman





Lingerie draw-strings—  
new on a bathing-suit.  
Franklin Simon



First, left: Marine motifs actually tattooed  
on Swedish slacks of white linen. Jay-Thorpe.  
Second: More tattooing on a linen jacket.  
Two-colour sweater; strict slacks. Jay-Thorpe



Above: Striped satin with "Lastex" for a suit  
with an evening-dress top. Altman.



Half shiny, half dull—  
this seaworthy suit  
of satin with "Lastex."  
Brigance design; Lord and Taylor

...for the sea



Egyptian head-dress  
of linen with felt flowers.  
Hair-coloured snood  
with bright felt bows.



Curved cart-wheel of stitched linen,  
held on by a single-strap crown.  
Gingham fan and gingham hair-bows—  
newest whims with a white beach dress.  
All from Madame Pauline.



Left: Cross between a shirt and a blazer—  
this striped cotton jacket to top slacks. Bonwit Teller





HATTIE CARNEGIE READY-TO-WEAR; I. MAGNIN, CALIFORNIA

HORST • CONDÉ NAST ENGRAVING



## COUNTRY DINNER: SKIRTS OR TROUSERS ?

The page opposite speaks for the skirt side of the question. A simple, flounced dress of cool blue foulard, striped like a man's tie...new soft use of a tailored fabric. Low and square, front and back. Choose it, to look impeccably cool on a very hot night. Wear blue beads, and red slippers to match the belt. Down your hair, shower lilies-of-the-valley

Below: A soft answer on the trouser side: pyjamas (intended strictly for dinner in your own house), equally feminine, cool and graceful...for all those who can wear them gracefully. A wrist-length jacket, one-piece crêpe pyjamas. The pyjamas are cool black-and-white, black predominating for the pants, white for the top. For the jacket, red-and-white











## ITALY SENDS FASHIONS TO THE FAIR

Drop into the Italian Pavilion at the Fair, and you'll see what Italy is doing in the way of fashion. You'll see these three pretty mannequins—they have just come over from Italy—give a completely Italian fashion show. All the fabrics are Italian-made by the Snia Viscosa Company. All the clothes are Italian-designed...most of them by a young Roman, Niccola Zecca, under the direction of Princess Cora Caetani, who has a reputation for being one of the best-dressed women in her country.

Opposite, standing on the steps of the Italian Pavilion, one of the mannequins—in an evening coat that looks like blue lamé, but is made of Snia Spun Rayon picked out with silver threads. The first of the two above has on a plaid rayon suit; the second, a suit of that skim-milk fabric, *Lanital*, which looks like slate-blue wool with narrow grey stripes.





TONI FRISSELL

*Snapped at a trotting track —  
smooth and cool anywhere  
in the country, all day long:  
chartreuse-and-white rayon jersey.  
Bonwit Teller; Ransohoffs, San Francisco*



all day at the country club—  
cool on the side-lines  
gay on the terrace;  
black-and-white striped linen.  
Best, J. Magnin, California



For golf or watching —  
for casual country living:  
yellow-and-white silk, with gilt studs.  
Chamois jacket. Bonwit Teller;  
Bullock's-Wilshire, Los Angeles

"I simply LIVE in it!"





BOTH AT-HOME COSTUMES; LORD AND TAYLOR

ANDRÉ DURST



COME in out of the heat, after a sizzling day at the office or in the rose-garden. Draw the blinds, take a cool shower, and get into one of these white house-coats. You'll feel like a new woman. You'll look like a new woman. And the cavortings of the Fahrenheit will suddenly lose effect on you.

The summer house-coats on these two pages are blessings, for multiple reasons. Aesthetically, they triple your prettiness. Their whiteness glimmers cool as powdered ice. Such beguilements as fresh flowers or starchy bows or trim turbans can be added. Practically, you can wear these at-home costumes either for dinner-for-two with your husband, or minted-drinks-for-ten, if you're unattached. They can appear in a city apartment or on a country terrace. They save stress on other clothes. They're a cinch to climb into. And—joyous point—none costs over \$20. These facts aside, we like the mental picture we have of you—crisp, unflustered, unshiny—moving through the hot weather as if it were a myth.

*Young Ideas  
for your  
home life*



- Right: Smooth piqué for jacket-and-skirt, the red-outlined lapels playfully embroidered. About \$20
- Opposite, first: Frothy dotted Swiss for a back-fullness house-coat with a bustle-sash. Around \$15
- Second: Clouds of mousseline de soie, drifted with cotton dots, for an at-home costume. Try it with a coloured slip. About \$17

SAKS-FIFTH AVENUE





BEST • I. MAGNIN, CALIFORNIA



ABERCROMBIE AND FITCH • BULLOCK'S-WILSHIRE

## GOOD FOR YOUR GAME

**LINEN FOR THE LINKS** (Above, first) A classic golf dress as white as a new ball, as cool as the breeze off the water-hole. Any figure or any age could wear it, with its striding, six-gored skirt, its shoulders cut for a free swing

**LONG SLEEVES FOR GOLF** (Second) A new one-piece costume with an action-back top of blue jersey—long-sleeved for the coolish A.M. round, or to keep away freckles. The blue rayon skirt is the golfer's gored-and-pleated pet

**A BARE BACK FOR TENNIS** (Opposite) This one-piece dress of white rayon is slit just across the back, to take up the tension of a good healthy swing at the ball. (Here, it divides during rummaging for a racket.) See the full, full skirt





SAKS-FIFTH AVENUE

TONI FRISSELL



# PICASSO, DEGAS, and ZOLA

THEY WERE ALL AMATEUR PHOTOGRAPHERS



ZOLA, IN HIS SPECIAL BEIGE JACKET, POSING A FRIEND



DEGAS' PHOTOGRAPH OF HIS FRIENDS; THE MAN IN THE GREY HAT IS MONSIEUR HAAS, THE ORIGINAL OF SWANN IN PROUST'S "REMEMBRANCE OF THINGS PAST"





ZOLA'S SUPERB REALISM; MADAME ROZERAT, THE MOTHER OF HIS CHILDREN

**T**HESE three spectacular men, famous in other fields, were inflamed with a passion for amateur photography. They liked to hide behind black veils, to develop their work in their own dark rooms. Each of them brought some of his own genius to photography. Zola brought the realism he loved, as in these photographs of a woman *en-ciente*; this portrait of Madame Rozerat, with every detail of boa, jewellery, and rose sharply shown. He recorded mostly his family. But Degas liked best to do his famous friends, insisting upon their holding a pose for forty minutes. (These photographs, made from the original negatives, were collected by Thérèse Bonney.) Unlike Degas and Zola, Picasso photographed what he planned to paint. One of his photographs here is the notable one of the Spanish town. This photograph, according to Gertrude Stein, who owns both pictures below, inspired him, by its angular lines, to paint his first Cubistic landscape.



PICASSO'S STILL LIFE, WITH GUITAR



PICASSO'S PHOTOGRAPH, FORERUNNER OF HIS PAINTINGS OF CUBISTIC LANDSCAPES





NYHOLM

TABLE ON THE TERRACE—set for Sunday luncheon in the country. This is what you might find, along with sun on sheared grass, light wind, chirping birds: Handsome garden furniture of white enameled metal strips, woven to resemble checked cloth, shaded by a red portable shade; W. and J. Sloane. Gorham's "Chantilly" flat silver, delicately curved. Bouillon cups like cabbages, set on mats painted like tomatoes and apples, and green glasses; Carole Stupell. Glass troughs, and oak-leaf plates; Pitt Petri. Green linen napkins; McCutcheon's



# .... Come to lunch on Sunday

## What twelve hostesses do to make country luncheon a success

SUNDAY luncheon is one of the nicest times to entertain in the country. You can ask more people than you have room for in town. The men are out for the week-end. You can be out in the sunshine. Everything is informal. People relax, forget about diets, and have a good time.

Some hostesses do their Sunday luncheon parties so beautifully that we are passing on to you here some of the fine points of their technique. Although each one has individual suggestions, almost all agree on a few points. For one thing, all agree that completely set tables at which guests can be seated comfortably are far better than any wandering about and balancing of plates, even where the guests number forty or more. All agree that anything over three courses is too much for luncheon. That unpretentious food is undeniably the best. That food should not have a catered air. That cooks or chefs should be restrained from the formal touches that might be suitable in town.

White wine and Seltzer with a sprig of mint seems a current favourite in drinks and pleases women who don't usually drink anything stronger than tomato-juice. Silver hot-water dishes figured in practically every good buffet menu we encountered. There can't be too many garden things to eat—greens for salads, vegetables, crisp little bits to munch with cocktails. But there must be at least one substantial hot dish on the menu, even on a hot day.

And now for the individual fine points. When MRS. DIEGO SUAREZ entertains at Syosset, she seats her guests at small tables covered with coloured linens, with low bowls of flowers to match the linen and large bowls of the same flowers on the buffet table. The guests serve themselves with food, but drinks are passed. The trays of cocktails always include tomato-juice and, with them, are passed ice-cold cauliflower tips, Macadamia nuts, puffed rice, and a special pickle, known as Chinese umbrella, that comes from Florida. Beer, iced tea, and white wine cup are passed through the meal. A large three-section silver hot-water dish holds three of the following—pilaff of rice, codfish balls with crisp bacon, corned beef hash, creamed chicken hash, green peas or spaghetti with a sauce Florentine, made according to a recipe that Innocenti, the famous landscape-architect, gave to Mrs. Suarez. Despite the special spaghetti, and the cook's specialty of rice pilaff, codfish balls and corned beef hash seem the most popular.

After the hot dish, people choose from a ham or chicken mousse and cold beef, chicken and tongue, accompanied by a Cumberland sauce and watermelon rind pickle.

The salad is of mixed greens or, unless peas are included in the hot dish, cold string-beans, accompanied by cheese on a wooden tray. Dessert may be a strawberry mousse or a grapefruit ring, the ring made of jellied grapefruit-juice filled with sections of oranges and grapefruit and a few grapes, sprinkled lightly with finely grated pecans. When macédoine of fruit is served, it is accompanied by cream so thick it has to be spooned.

At Tuxedo, MRS. GEORGE B. SAINT GEORGE may have forty guests for luncheon on her terrace, but she seats them all at round tables, which she has sent over from the Club. She has sun umbrellas for each table, also provided by the Club, and any hostess living near a beach club could probably follow this same plan. The luncheon tables are covered with bright flowered cloths, and the same fresh flowers are used on each table.

The buffet table is set at one end of the terrace, and the bar at the other. Cold soup in cups is already at the places when the guests sit down, or, if the day is cool, there is a huge urn of hot soup at one end of the buffet, balanced by a second urn of coffee at the other end. One servant stays at the bar before lunch and pours drinks after people are seated, and three other servants can take care of serving from the buffet. The guests carry their own plates back and forth, and the whole party runs easily and smoothly.

Martinis, Bacardis, and Old-Fashioneds are ready at the bar, with whisky and soda for those who ask for it, as well as Coca-Cola with lime. Cheese soufflé biscuits and crisp carrot sticks are served with the cocktails, and beer and wine are passed during lunch.

The soup may be cold Vichyssoise in cups, and, on the buffet, there is creamed chicken with a border of purée of peas, or macaroni in silver hot-water dishes; ham and turkey; and lettuce and tomato salad; and, for dessert, coffee parfait, which men seem to like very much. Another sweet that proves very popular is frozen eggnog inside a sponge-cake ring, but this is better adapted to smaller luncheons.

MRS. CHARLES MERRILL, whose food is famous, has transported some of her Italian specialties from her house in Portofino to her American table. She might begin a luncheon with a platter of thin Italian ham (*prosciutto*) in little rolls, alternating with fresh figs or, when the figs aren't available, narrow slices of melon. A favourite entrée is a vegetable mousse ring filled with chicken livers. With this, a green salad and, as a sweet, hot black cherries in one serving dish, (Continued on page 85)



# Looking for a job?

## ...look like this



FOR A FASHION JOB, or any other where imagination counts—a scorching-day dress of cool, cool striped rayon. Around \$25; from Jane Engel



FOR A SECRETARIAL JOB, or any other ladder-rung where simplicity counts—a blue crêpe costume with white. About \$25; Chez Rosette



...not like this



HIRSCH



FOR A BOOK-SHOP JOB or any other where prettiness counts—a blue-and-white rayon dress, softly shirred. About \$25; at Lord and Taylor

THOUSANDS of girls, this June, trembling a bit, will go out looking for jobs. Thousands will get jobs. (Clothes will have something to do with this.) Thousands won't get jobs. (And clothes will have something to do with this, too.)

Who gets the job? Ability being equal, the girl who shows most quickly a fitness for the work she wants; a grasp of what will be expected of her in the business world. One of the quickest ways to put this across is by choice of clothes. Unlikely to be chosen for a worthwhile position are: the innocent who believes a baby bonnet and legs stampede male employers; the girl who shows up in Brooks sweater and riding-hat to prove that she's been to college.

Our heart is with the applicant—perhaps you. We've chosen three costumes especially suited for job-hunting, one costume for each of the three careers girls to-day are most interested in. If you want fashion work, or a chance-for-advancement job like secretary or sales-girl, or a personal-contact position like book-shop clerk or progressive school-teacher, listen. Listen to our advice, and to words of wisdom straight from the lips of employers.

Perhaps you're interested in fashion—fashion reporting, or sketching, or designing, or whatever. Choose, then, a smart costume, a simple one—with enough individuality to stand out. The first dress opposite is what we mean. See its skilful cut, its attention-calling stripes. Notice the sweep of the natural straw hat, the clever snood that holds it on. Dress and hat meet the specifications of experts:

Mrs. Edna Woolman Chase, Editor-in-Chief of Vogue: "A girl applying for a fashion position should be dressed in the current fashion, but she should display a good deal of conservative taste in the selection of her costume and accessories. She should give the impression that she knows what is new and smart, without attempting to express every phase of fashion at once. She might show that she herself has a philosophy of dressing by choosing (with restraint) an unusual accessory or bit of jewellery. In other words, a lady's standard of excellent taste should prevail from top to toe."

Mr. Condé Nast, Publisher of Vogue: "The first thing that strikes me in interviewing an applicant for a position is the general impression she makes as she walks across the room—the lines of her dress and hat, her use of colour, her choice of accessories. A girl can show her intelligence in these things, as well as she can in her voice, her expression, and what she has to say. And for a fashion position, this kind of intelligence is vital."

Miss Julia Coburn, of the Tobé-Coburn School for Fashion Careers: "An applicant should look as the employer would expect her to look on the job. Naturally, a girl who wants fashion work should show fashion sense in her costume." (Continued on page 84)





**BARE LITTLE WAIST**—news-angle of a white crêpe dinner-dress for resorts. Only for sylphs, need we say. Jay-Thorpe





ANDRÉ DURST

**COVERED LITTLE WAIST**—focus of Molyneux's dinner-suit with a red halter, white crêpe jacket and skirt. (Henri Bendel)



*We say—sew*



**For a country wedding—Design No. 8128,  
made, perhaps, of delphinium crêpe.  
Designed for sizes 14 to 20; 32 to 42**



**For "don't-dress" nights—Design S-4151,  
of a very sheer black crêpe.  
Designed for sizes 12 to 20; 30 to 42**

**For lunching in town—Design S-4148,  
may be of chocolate-brown chiffon.  
Designed for sizes 12 to 20; 30 to 38**

*ms* Designs for dressmaking



**WE** say, sew it yourself—that  
**Perfect Little Afternoon Dress,**  
 the dress you need now. Sew two or  
 three—cool, pretty, multiple-occasion  
 dresses, like the ones on these pages.

Loaf in a cushioned terrace chair  
 and sew fine stitches into, say a white  
 dress for the country, a black one  
 for town, a pastel one for what-may-  
 arise. The lazy hours drift by—and  
 you have something to show for them.



**Dining at the Terrace Club—Design No. 8416.**  
 say of filmy black crêpe. "Easy-to-Make."  
 Designed for sizes 12 to 20; 30 to 38

**For roof-dining in town—Design No. S-4149.**  
 Try it in white with black hat, gloves, and shoes.  
 Designed for sizes 12 to 20; 30 to 38



**For a country club afternoon—Design No. 8408,**  
 perhaps cut out of pale yellow crêpe.  
 Designed for sizes 12 to 20; 30 to 42

**Back views on page 88**



# SHOP-HOUND'S EARLY CROP



ONE of the brightest things that have popped up this season is the flower-like arrangement of negligés now blooming at Lord and Taylor, in the fourth-floor French salon. They're delights, and best of all, they are displayed on the dream-model of our day—Cynthia. Cynthia, you know, is Lester Gaba's fêted, but unspoiled mannequin. The lovely thing and various facsimiles of her sit among assorted happy backgrounds and moods, wearing *some* of the large collection of house-coats and fripperies. They're not expensive; for instance, one of our favourites—a white dotted Swiss with a big skirt and a bustle-bow—costs somewhere around \$15. It's a confection. This exhibit will be on all summer, but you might as well cheer yourself by seeing it now. It makes you feel attractive just to look at it.

People could tell us just about anything they liked if they wrote it out on Eaton's Williamsburg paper. The well-known Fine Laid has been made up in colours taken from the Williamsburg Interiors, with thin, hand-applied borders in two other colours taken from the same inspiration. They have exciting names, too. From now on, you may communicate with us on Palace Ball Room White, bordered with Raleigh Tavern Peach and Apollo Room Blue, please. It will cost you only about a dollar to do so, for you can get twenty-four sheets and envelopes for that, at Lord and Taylor. You couldn't make a sweller impression if you wrote on dollar bills themselves.

At The Bar Mart, 56 West Forty-Fifth Street, we lost our heart to a duck. And no wonder. First, as we've said, he is a duck, of stone-coloured pottery, with a blue head. Second, he is a music-box, with two tunes to his repertoire. Third, he is a jug, and we love him for this, too. He costs about \$7.50.... Plaid or plain straw glass holders from the Philippines are very gay; about \$1.50 a dozen.... Tall and inspiring tumblers hold nineteen ounces of your favourite fluid, and sell for around \$2.50 a dozen. A fat pitcher has an oblong tube of glass in the centre for ice-cubes, so drinks are chilled without danger of being diluted. Goody-goody, and it costs less than \$6. A rubber ice-tub called Frigette gets our vote, too—light, unspilling, and heat-proof; around \$3.50 for this good picnic companion.

Hammacher-Schlemmer has some very decorative little tile-topped metal tables that cost less than you'd think, the beginning price being around \$3.50. The ones with only one tile for a top have a curved handle so that you can move them about your terrace with ease and grace. The custom umbrella service should make any garden a spot of beauty. No detail of lining, fringe, or materials is too small for Hammacher to take into consideration, at no great charge either. We were amused by the huge hammocks brought back by Linton Wells from Nicaragua. They're woven from one long strand of Pito fibre and are so big that one will hold fourteen people, if *that* interests you, and you can get up a congenial group.

And now, little patriots, love your country and your Fair, and prove it by decking yourself out in a flag-printed dress that waves proudly when you dance around in it. The Arnotex fabric is of navy-blue-and-white muslin, cross-banded with scarlet stripes, sprinkled with small white stars. Need we go into the story about how perfect it would be to wear some evening to the Fair? The midriff is pinched and frail-looking, the skirt big and full-bodied so that it stands out around you. We didn't show you the navy-blue piqué jacket that goes with it, but, take our word for it, it's a nice one. You can use it with all sorts of other dresses and skirts for either day or night appeal. Plenty of women will be willing to pay the price, too, is our guess. And it comes included in the price, around \$25, at Best. (Continued on page 74)





*Bright Jewels  
for summer tables!*



**CONSOMMÉ PRINTANIER** Do you know this delightful "soup of spring"? It's a deep-brewed clear beef broth—but it's more than that. All through it are spring garden vegetables—green peas, diced celery and carrots. Imagine how inviting it looks, shimmering clear amber with bright vegetables gleaming in its depths. It jells in the can in your refrigerator.



**CONSOMMÉ MADRILÈNE** This is a broth of tomatoes and beef, strained clear. You feast your eyes on its lovely bright color, and it coaxes you to pick up your spoon. Then you discover that its flavor is piquant and delightful—a perfect preface to good things to come.



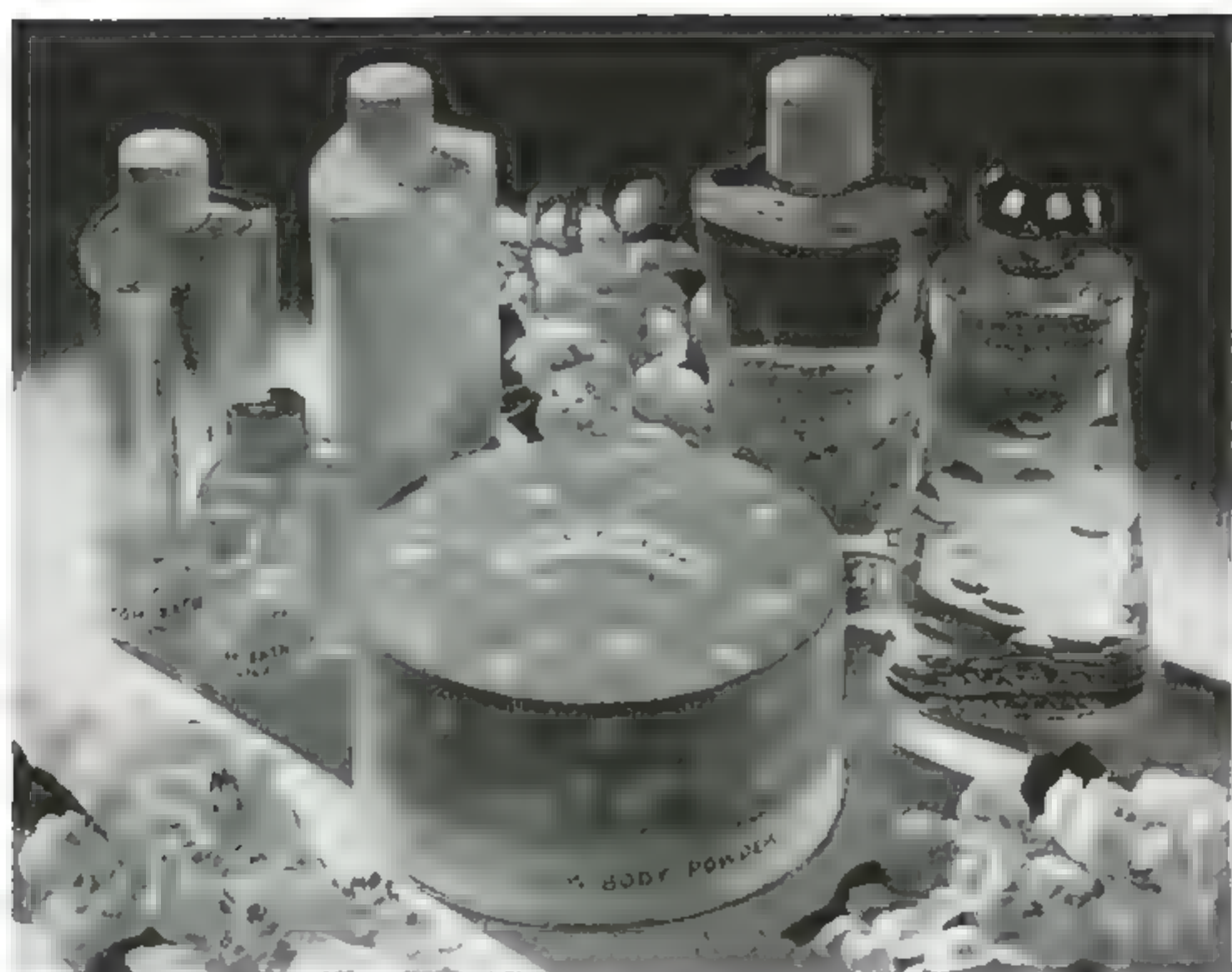
**CONSOMMÉ** Your grocer has or can get for you both the above consommés, but this one, most popular of the three, he is sure to have. It is a beef broth, rich with the vigor of fine selected beef, delicately flavored with such garden vegetables as carrots and celery, and finally strained clear. Hot or jellied, a delightful spur to lagging appetite.

**WHETHER IT'S COLD OR WHETHER IT'S HOT**



**Campbell's CONSOMMÉ HITS THE SPOT!**  
LOOK FOR THE RED-AND-WHITE LABEL





Helena Rubinstein's enchantingly fragrant "Apple Blossom" ensemble, including Eau de Toilette, Powder Cologne, Bath Oil, Body Powder, and Bouquet. Wear the delicate apple blossom jewellery as a complement



Dream of immersing your hands and feet in the cool, refreshing depths of Xandra's Footprint and Handprint. Made of beneficial sea-moss, packaged with charm, they foam up like sea spume; Saks-Fifth Avenue



Worth presents three floral perfumes—"Gardénia," "Carnation," and "Lilac"—imprisoned in delicate Lalique bottles. This trio will be on the "must" lists of those who love true, delicate flower fragrances



Still life—colourful flowers and Audubon bird studies appearing unbelievably natural on slim Elgin American compacts. A "Third Dimensional Enamel" process minimizes the danger of chipping. Lord and Taylor

## DISCOVERIES IN BEAUTY

HELENA RUBINSTEIN, knowing that we all tend to feel fat and lugubrious when really hot weather sets in, offers her "Apple Blossom" body ensemble. Here is a fragrance as chilled as cracked ice, as fresh as a bluebird's frosty note. When your whole body is sweetly cared for by these cool-making accessories, when you are conscious that you are radiating the sharply accurate perfume of sun-warmed apple blossoms, you won't feel lugubrious any more.

Drift in the bath essence (tepid water, please, not cold), and when you ease out of your tub, *pat* yourself dry (unless you want to get soaked all over again), and then saturate yourself with "Apple Blossom" Eau de Toilette—or, if you prefer, the Flower Shop Bouquet, also "Apple Blossom." Dust yourself thoroughly in the soft clouds of "Apple Blossom" powder, or (this is our idea of an idea) cover yourself with the Powder Cologne, which, while cooling you like the fine Cologne it is, leaves a light film of powder all over your body. We consider these really essential summer preparations, for bodily and æsthetic well-being.

The apple blossoms you see tumbling about are not merely props—but lovely delicate summer "jewellery" by Silson. Wise girls spray the "jewellery" with "Apple Blossom" scent for a double effect. You may get these at Helena Rubinstein.

Chevalier Garde, the house that makes our beloved "Fleur de Perse" perfume, has, with the most delicate tact, produced an un-smelly depilatory called Imra, which you'll find a great blessing on hot days when all odours intensify. This is the most discreet thing done in years, besides which, Imra is an excellent, speedy, and efficacious depilatory—another blessing for summer days when so much of our anatomy has to be depilated. (And you know, by now, how we feel about using a razor on your arms and legs.)

Almost anything that the fine house of Yardley brings out, we are predisposed to like. Now, they have produced an after-the-bath perfume called "Lotus Lavender." With a hint of sultry days already germinating in your mind, the assurance of a sweet, clean fragrance is a cheerful promise. Slap it on generously when you are half dry, and you'll find that the gentle fragrance intensifies and lingers with unusual strength. Those of you who have crashed your favourite scent bottles on the unforgiving tiles of your bathroom floor will appreciate the "grippability" of the specially shaped bottle that won't slide out of wet hands.

Lucien Lelong's clever pre-test lipstick package (in which, win, lose, or draw, the customer gets the best of the bargain) holds three new colours. The lipstick, as you know, comes in a box that also contains little samples of two other colours, for you to try *before* you choose your stick, which, incidentally, is sealed. Even after you've settled on one colour, you'll still have at least a few days of exciting experimentation out of the samples. These Duvetyn lipsticks now come in Dianthus, a clear crimson, Pink Rose, a true blush-rose, and Camellia, a clear, singing red.

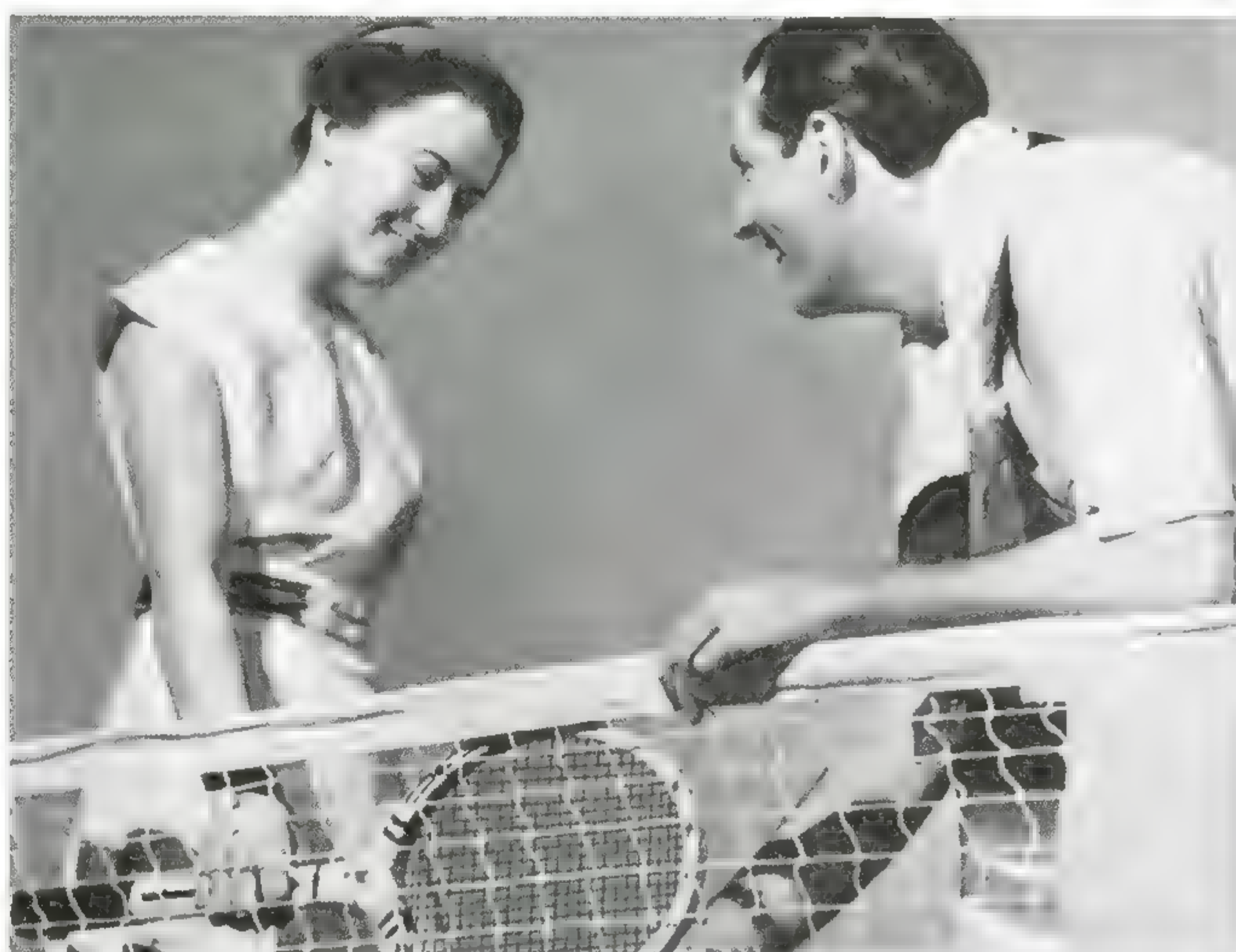
Fine, flashing fingers that use La Cross nail polish will welcome three additions to the line of colours. Camellia, a soft, pinkish colour to wear when you want to have people say, "Why nonsense, darling, you're just a *baby*!" Wear it with your pastel touches. Minuet, an elusive rosy mauve, exceedingly flattering to your skin—a delicate, vague shade, which is just what you want with your misty prints. Royalty—imperious, arresting, a tingling accent against navy-blues or dramatic prints. Needless to say, La Cross polishes have a high gloss and hold up very well indeed. And while we are in a carping mood, may we suggest that you start practising "manicuring" your toe-nails now? And perfect the art before the barefoot days actually arrive.



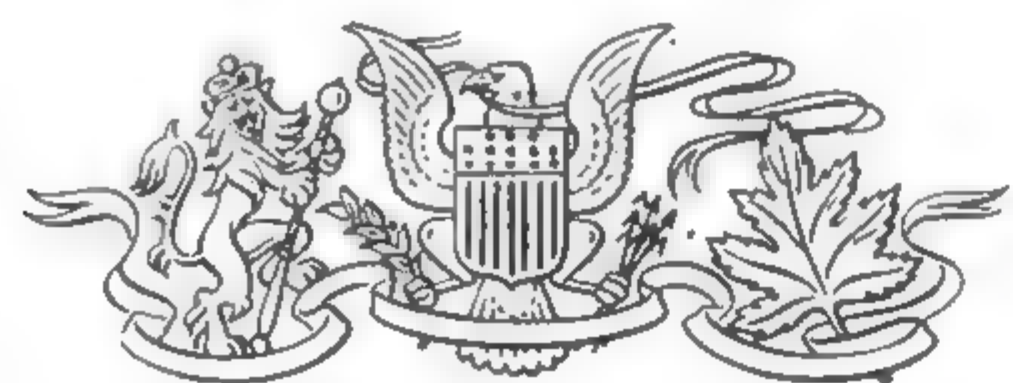
# THEY *All Agree* ON TODAY'S NEW SKIN CARE



**In England,** The Lady Rosemary Gresham, daughter of the **21st Earl of Erroll**, has cared for her skin with Pond's since her school days. She says: "Pond's is as perfect as ever for cleansing and softening my skin!"



**Montreal**—The Hon. Ann Shaughnessy, daughter of the late **Lord Shaughnessy**. With English and American sportswomen, she cheers the new skin care—"skin-vitamin" in Pond's Cold Cream.



*British and  
American Sportswomen*  
**CREAM**  
**EXTRA "SKIN-VITAMIN"**  
**INTO THEIR SKIN\***



**Titled English Horsewoman**—The Lady Cynthia Williams, daughter of the **Earl of Guilford**, often visits America—one of many British peeresses who praise the new skin care.



**Canada**—Mrs. Robert W. Armstrong, of Toronto, says: "'Skin-vitamin' in Pond's is an added reason for banking on this grand cream!"



**A Roosevelt** smiles from the springboard! The former Anne Clark says: "Now that it's known 'skin-vitamin' is necessary to skin health, it's great to have it in Pond's."



**It's American to skate!** Mrs. Nicholas R. du Pont, of Wilmington, often joins her friends at a private rink. She has always used Pond's to give make-up that winning sparkle.



**In Britain, in Canada and in the United States**, smart society women are quick to grasp the meaning of the **new** skin care. Vitamin A, the "skin-vitamin" so necessary to skin health, is now in every jar of Pond's Cold Cream. Skin that lacks this vitamin becomes rough and dry. But when "skin-vitamin" is restored, it helps make skin soft and smooth again.

Use Pond's night and morning and before make-up. Same jars, labels, prices.

\*Statements concerning the effects of the "skin-vitamin" applied to the skin are based upon medical literature and tests on the skin of animals following an accepted laboratory method.





★ *America's Foremost Beauty Editors* in photograph and story, have sung hosannahs of praise to INSPIRÉ deepskin Electro-Mask's magic powers! And beauty editors must *know* before they *tell*!



# SKIN

## LIKE A CHERUB !

Whipped cream and rose-petal complexions don't "just happen" to such modern angels as you! And seductive wives can't front for a world-weary skin. Beauty is your birthright, and here... angela mia... at long, long last, is the scientific beauty treatment that encourages a lovelier skin... as it throws Father Time for a loss!

So... if making an impression is important in your life... do this. Apply your favorite cold cream. Slip on your soft-as-silk INSPIRÉ deepskin Electro-Mask. Plug in the switch. Recline... relax, for twenty heavenly minutes. As dry heat and infra-red rays stimulate the natural functions of those deep-seated, life-giving oil glands, you're in process of becoming a new woman! If you're young... and want to stay young... *if you've reached the age of discretion but want to look as if you haven't*... conjure youth with the original and inimitable INSPIRÉ deepskin Electro-Mask! Simple and easy to use. Twenty heavenly minutes of nerve-soothing relaxation with INSPIRÉ, three times weekly... in the privacy of your own boudoir... will give you years of beauty pleasure days ahead!

*If Your Favorite Toiletries Department Fails  
to Supply You with INSPIRÉ Electro-Mask*

**inspire**  
DEEP SKIN ELECTRO-MASK  
★ CENTRAL SAN FRANCISCO  
★ TOWER CALIFORNIA ★

send for our complimentary booklet, "A Rendezvous with Beauty". It contains a detailed description of INSPIRÉ and what it does, and may well prove to be the most interesting piece of literature ever to come into your life!

## GOOD HAIR-DRESSERS AND WHAT THEY DO BEST

HERE are real "specialties" of the hair-dressing world. Here is a list of fine hair-dressers, each of whom has a special pride—one thing which he considers he does best. All of them are excellent hair-dressers, but we list here only their *spécialités*.

CHARLES BOCK, at 20 East Fifty-Seventh Street, makes a specialty of grooming white hair into a gleaming, silvery halo. Another point in favour of his fine salon is the sterling fact that he teaches you to take care of your own coiffure. The time and effort he spends to get the desired results from your inexperienced fingers, gain him heartfelt thanks from all of his customers. And he takes your face and your figure into consideration, instead of arbitrarily following the fashion.

HERMAN BOSCH, who has salons at both the Biltmore and Commodore Hotels, has a flair for those little extra hair-pieces that are so much in the fashion news just now. You've seen them in the Paris pictures—shiny chignons, or a cluster of added curls over your brow, or behind your ears.

ÉMILE OF THE BARBIZON specially recommends his Solvent Shampoo for over-permanented hair, dry, brittle hair, or a scalp that is tiresomely flaky. Softening and lubricating, it's a good idea before your permanent and an equally good idea as a precaution against the drying summer sun.

FRED, THE HAIR STYLIST, at 18 East Forty-Ninth Street, specializes in creating coiffures for problem faces. By shaping the hair this way and that, he minimizes an excess of jaw, broadens a narrow forehead by optical illusion. Less theoretical is his handling of cow-licks and thin, difficult hair that *will* droop.

IVAN, who has just moved to a handsome, spacious new salon at 711 Fifth Avenue, is particularly proud of his special chemist's preparations for care of the hair. There is a superb lotion to apply before a shampoo. And a shampoo itself, which, Ivan tells us, contains absolutely no alkali. His quick-setting lotion is *quick* and fragrant as a friction.

JEANPIERRE, at 6 East Fifty-Third Street, in addition to his fine job of hair-dressing, has devised a beauty routine for the busy girl. Your nails are rubbed with cream during your shampoo, to condition them for your manicure, after which, his Lightning Facial (consisting of three preparations—a cream, a circulating lotion, and a medicated powder) is applied in five minutes by the clock and left on while you are under the dryer, protecting you from the blasts of hot air. "Combing-out" and make-up come next, and there you are, completely turned out, in the length of time you usually allow for just your hair-do.

LAURENT, at 683 Fifth Avenue, specializes in pre-permanent treatments. He has a special paste that is spread liberally over your hair and steamed in, allowing the oils to soak in and prepare your scalp. Another Laurent specialty is the egg-and-rum shampoo. Indisputably pleasant, it is a good summer shampoo.

C. LEONCE, at 9 East Fifty-Third Street, is justifiably enthusiastic about his Sans Fil permanent wave, which simplifies the short-hair-and-how-to-permanent-it by "winding" to within one-half inch of the scalp—a new "high," we believe. The wave, Mr. Leonce tells us, is self-setting, to simplify your summer existence.

MARS, at Hampshire House and the St. Regis, has evolved a permanent wave for that exceedingly fine hair (baby hair, he calls it) that is a blessing to unfortunates crowned with elusive silk. It leaves the ends very curly (difficult with fine hair), without that fuzziness that makes you look like a swan's-down puff.

MICHAEL OF THE WALDORF, for all his super-chic salon and sybaritic treatments, believes fanatically in brushing. This is a piece of heart-warming realism that we subscribe to warmly. A brush-and- tonic treatment there gives you visible results and a fine sense of cleanliness and well-being.

J. SCHAEFFER, at 590 Fifth Avenue, in addition to his reputation as an excellent coiffeur, is especially well-known for his permanent-waving skill. Mr. Schaeffer is a good consultant, and, by virtue of his many years of service, has a positive hawk-eye for solving difficulties.



# BOUQUET LENTHÉRIC

*the daytime fragrance*



In all fragrances, including: Shanghai, Numéro Douze, Gardenia de Tahiti, Asphodèle, Lotus d'Or, Carnation. Flacons, from \$1.00. Decanters, from \$1.75.

# Lenthéric

245 RUE SAINT-HONORÉ • 761 FIFTH AVENUE



# Modern

## AS NICOLE DE PARIS' LATEST



Nicole's "World's Fair Gown"

Copyright, 1939, by P. Lorillard Co.

You're "one up" on the World of Tomorrow when you wear a Nicole de Paris costume—or smoke an Old Gold. Old Golds are ultra, extra cigarettes. Extra-mellow, because of the choice prize crop tobaccos that are extra-aged. And extra-fresh because of the special package with its double Cellophane wrapper.

*Let's go "sophisticate"—and smoke Old Golds!*



**TUNE IN** on Old Gold's "Melody and Madness" with ROBERT BENCHLEY and ARTIE SHAW'S Orchestra, every Tuesday night, NBC Network, Coast-to-Coast.

## SHOP HOUND'S EARLY CROP



(Continued from page 68) It makes us feel cool and country just to think about this white silk golf dress, cut on the best classic, free-motion lines. The back is full, the short sleeves have buttons on them, and the whole thing is an arrangement par excellence for going around the course in par. Beside white, you can buy it in Jubilee blue, Woodmint green, Amadon rose, or peach. Henby, 17 East Fifty-Fifth Street, will give it to you if you give them about \$15.

Elizabeth Arden, who does just about everything else nice for you and your ego, will enhance you with wrap-around turbans of an interesting crocheted straw mesh—patterned with an oblong weave. In case you are bored with turbans that have the limp, droopy look, the crispness and body of these will please you. So will the lush colours, either plain or half-and-half combinations. About \$5.50 at the Elizabeth Arden Salon, 691 Fifth Avenue.

We've told you before about the dresses that Nina B. Price will make to your measure. Now, for the summer, she has a beautifully selected group of ready-to-wear dresses for filling in your wardrobe. Just for instance: a cold-blue-grey and lemon striped spun rayon dress, garnished with a short jacket and two fake lemons at the bosom, looks like more than \$23, but in reality costs (a bit) less.... Another dinner-dress, of red-and-white checked dotted Swiss looks both soft and fresh, with a gathered bosom and a matching jacket. The price is soft-hearted—around \$30.... For about \$15 more, there's a full skirted white paper-taffeta evening gown, patterned with long latticed stripes of hard-candy colours. Good enough to eat—all of it, including the big crisp bow on the shoulder.

If you are not satisfied with just a "touch of white" for summer's sweet sake, try this Silson necklace of almost-real daisies with yellow centres, worn on a chain of white composition links. The daisies hang in two strands, thickly massed, and thinning out at the shoulders so that they don't interfere too much with jackets, et cetera. If people start pulling the petals off of it, stop them with the information that it costs about \$3, and they can buy one of their own at Best. That will teach them, and make them look prettier besides.



Frances Heller has left her favourite medium of wood and designed delightful buttons of Lumarith plastic, in tortoise-shell and amber effects. You can have leaves, fishes, or turtles, or round penny-sized ones with child-like cut-outs of animal heads on them; about twenty-five and fifty cents each at Altman's. At Mme. Gella there are Lumarith trains of to-day and of a hundred years ago, made into necklaces and bracelets. About \$3 for the necklace; \$1.50 for the bracelet, at 508 Park Avenue.

Did you know about the inexpensive cottons and linens at Stein and Blaine's ready-to-wear department? Because you should. Some of the reasons are: in the \$15 neighbourhood, a beige sports dress of nubby sheer linen crash with a multi-coloured belt of woven rope, and two double pockets—over the left breast and right hip. And a china blue sheer linen dress with tiny blue china buttons all the way down the front, and white piqué piping. For about \$25 there's a white linen suit consisting of short-sleeved, round-lapelled, silver-buttoned jacket, wide gored skirt, and navy-and-white checked gingham shirt with smaller silver buttons.





TONI FRISSELL

HELENA RUBINSTEIN INTRODUCES  
HER NEWEST DRAMA IN COLOUR

*Pink*

IT WILL BE ON EVERY LIP



**SPORTING PINK NAIL GROOM**... never has Madame Rubinstein's glistening smooth enamel looked so brilliant... you'll appreciate more than ever the length of time it stays on without breaking, cracking, or changing colour, .75

**FAMOUS MOISTURE-PROOF BALSAMIZED FACE POWDER** in three divine textures and fragrances... **FLOWER PETAL**, with the fresh fragrance of a garden bouquet, 1.00... **WATER LILY**, soft as mist, fine as gossamer, 1.50... **TOWN AND COUNTRY**, superbly soft, specially fine, exquisitely fragrant, 3.50. Available at all smart stores and at salons of Helena Rubinstein.

\*Registration Applied For

The clear vibrant red of the English hunting coat, which, paradoxically, is called "pink"! It's the red for which every summer complexion clamours. The perfect brilliant splash of red across the lips and nails that will make fair complexions twice as fair, sunbrowned skins glow with new life and vivacity, eyes sparkle with new beauty, teeth gleam whiter. What drama it suggests with all the white that's being worn, with all the shades of green and yellow, with all the blues from sky to navy. There's not a colour in the fashion picture with which you can't wear it, and more becomingly than you've ever worn any lipstick or nail polish that has come out under the sun. Wear it with every skin-blending shade of Helena Rubinstein Moisture-proof Balsamized Powder that clings to your cheek like softest velvet and always gives you that powder-fresh look—especially if beneath the powder you have a foundation of Town and Country Make-up Lotion which will last through the hottest summer day, 1.50. Protect your skin when in the sun with **SUNPROOF CREAM**, 1.00.

**SPORTING PINK\* LIPSTICK**, in the Town and Country case, 1.50

**SPORTING PINK LIPSTICK**, in the Water Lily Grande case, 1.25

**SPORTING PINK LIPSTICK**, in Costume or Golden Tower cases, 1.00

**helena rubinstein**

715 FIFTH AVENUE • NEW YORK

SALONS: PARIS • LONDON • BOSTON • CHICAGO • SAN FRANCISCO • TORONTO • MELBOURNE





To you who are ever alert for the  
new — Bourjois presents the heady,  
flirtatious, sparkling new fragrance,

*mais Oui*

PRONOUNCED "MAY WE"—MEANS "BUT YES"



BOURJOIS NEW YORK



## AUGUSTUS JOHN

By Frank Crowninshield

THE portrait of Mrs. Edgar Scott, on page 33 of this issue, is the sixth canvas in Vogue's widely discussed "Portrait Painters of To-day," a series designed to indicate the work of the leading contemporary portraitists, particularly such of them as are most famed in Paris, London, and New York.

In any such series, a canvas by Augustus John must infallibly find a place, for he is, to-day, the most renowned, individual, and imaginative of British painters, not only because of his portraits, but on account of his many enchanting flower-pieces, his sensitive water-colours, decorative murals, classical pen-and-wash drawings, and, very particularly, his groups of picturesque figures painted against romantic backgrounds. It is in the latter category that we must include his many and enchanting gipsy subjects (of which a dozen or more have been acquired by American collectors) and his vast and decorative mural called "Galway," which is now at the World's Fair.

Augustus John is a Welshman by parentage. He lives in London—on Mallord Street in Chelsea—and is now in his sixty-first year. He has become a unique and almost legendary figure in the art of our time, both because of his talents and abilities, and his extremely colourful character as a man. His work is always and essentially romantic in its essence. But his paintings have remained, for all their vigour and daring, a little baffling to the critics, perhaps because it is his personal emotion and zest, rather than any traditional or academic ideal of painting, that inspires everything he paints. Certainly, among the portraitists of to-day he remains the greatest of the individualists, the one who nearest lives up to the ancient motto of El Greco: "The artist always before the subject."

The stimulating and at the same time elusive quality in his art is still in evidence in the works which he has sent to the British Pavilion at the World's Fair, for the admirable show of contemporary English painting which is now to be seen there. Varied and surprising as the show has proved, it is indubitably the work of the adventurous and unpredictable John that has caused the most discussion and elicited the loudest praise.

## HE PAINTS AS HE LIKES

In painting his portraits, John—unlike Sargent—insists upon taking entire æsthetic charge of the enterprise; that is to say, of adding, to the spirit or personal ego of his subject, as much of his own passionate and unconventional nature as he sees fit to add. For, to emphasize his personal qualities as a man, particularly a certain gipsy-like strain in him—seems his primary æsthetic aim. And this was especially true of him during the period when John was so largely concerned with painting Romany subjects, London costermongers, Welsh peasants, and the stray models whom he encountered *en voyage*. Even in his better-known and more formalized portraits—those, let us say, of Thomas Hardy, Bernard Shaw, and Lawrence of Arabia—John's per-

sonal bravura is a good deal in evidence, faintly superimposed, as it were, upon those very distinguished dignitaries.

At one time John's preoccupation with gipsy life and gipsy character, his sharing their desire to reach remote and perhaps unattainable horizons, prompted him to learn their language, adopt their dress, wear their earrings, and even, for protracted periods, to live their life, whether in England, France, or Spain.

In his personal appearance, John is a striking and memorable figure. His flowing moustache, shaggy hair and beard, wide blue eyes, massive frame, and wayward, carefree nature must have fitted well into the life of his beloved Romany encampments. (It might be added here that, during the World War, he was, at one and the same time, the most widely acclaimed painter in England, and the only bearded major in the British forces.)

In America, he has long been thought a figure of the first importance in art; a genius, in a strange, unaccountable way; a man blessed with a nature and vision which are, inexplicably, a little demoniac in their quality.

As early as 1912—or only six years after his first exhibition in England—a show of his sensitive figure drawings was held at the Metropolitan Museum, in New York. In 1913, a few canvases by him were seen at the great show in the Armory on Lexington Avenue. In 1916, his largest and most important gipsy subject, "The Mumpers" (now in a private collection in Japan), was, for an entire winter, on view at the Coffee House Club in New York.

In 1923, he visited America, for the Pittsburgh International, returning here again in 1924, and again in 1932, when he painted the family of Governor Fuller of Massachusetts and when he took two somewhat random shots at Andrew W. Mellon.

In 1924, his portrait of Madame Suggia, the famous violin-cellist (a canvas now in the Tate Gallery), won him the first award in the Carnegie show at Pittsburgh, the judges having, apparently, fallen easy victims to the warm browns of the cello and the dazzling white arms and neck of the cellist, showing so luminously against the rich red of her evening dress.

In 1928, John held a comprehensive one-man show at the Anderson Gallery in New York. In 1930, he painted, for the Royal Academy, his much-discussed portrait of Tallulah Bankhead, whom he revealed as a pale and ghostly figure, appearing, somewhat mystically, from a salmon-pink dress.

For the romantic and carefree John, life will always remain something of a carnival; a succession of strange sights, people, emotions, and adventures. It is this nomadic, Bohemian strain in him which has so baffled the critics of England. Perhaps Wyndham Lewis, a fellow artist, came nearest to guessing his essential spirit when he said that John "is a man of force and action, into whose hands the fairies stuck a brush instead of a sword."

The likeness of Mrs. Edgar Scott, which is shown in this issue of Vogue, is one of his characteristic works.

## LE GANT\*

"STA-UP-TOP"

WON'T ROLL OVER



"'Sta-Up-Top' certainly  
slims your waist, dear!"

"It's so comfortable, too,  
Mother, and won't roll over."

Both Mother and Daughter have found that "Sta-Up-Top" is the foundation for Fashion's highlight—the slender waist. For it hugs and slims the waist like an extra set of muscles! There are girdles and pantie girdles, many with "TwoWay-OneWay" for back hip flatness. Like all Le Gants, "Sta-Up-Top" is the corset that's different, because it has the *comfort of elastic with the control of cloth*.

Both wear A'lure\*, the s-t-r-e-t-c-h-a-b-l-e bra. This model (\$3.50) has the "Sta-Up-Band" which prevents wrinkling at the rib line and keeps the bra snugly in place. Other A'lures, \$1.50 to \$5.

Write for illustrated booklet, "Recipes for Figure Beauty."  
The Warner Brothers Co., 200 Madison Ave., New York,  
N. Y. In Canada, The Parisian Corset Mfg. Co., Quebec.

"STA-UP-TOP" AND OTHER LE GANTS

Pat. No. 2,136,742 \$5 to \$35—At Better Shops \*Reg. U.S. Pat. Off.





final touch  
of glamour  
for daytime  
and playtime

Coiffure by Laurent  
of 5th Avenue, New  
York. Laurent and  
hair stylists all over  
enthusiastically rec-  
ommend Fleurette.



gay artificial flow-  
ers — mounted on  
holdfast barette

\*Reg. U. S. Pat. Off.

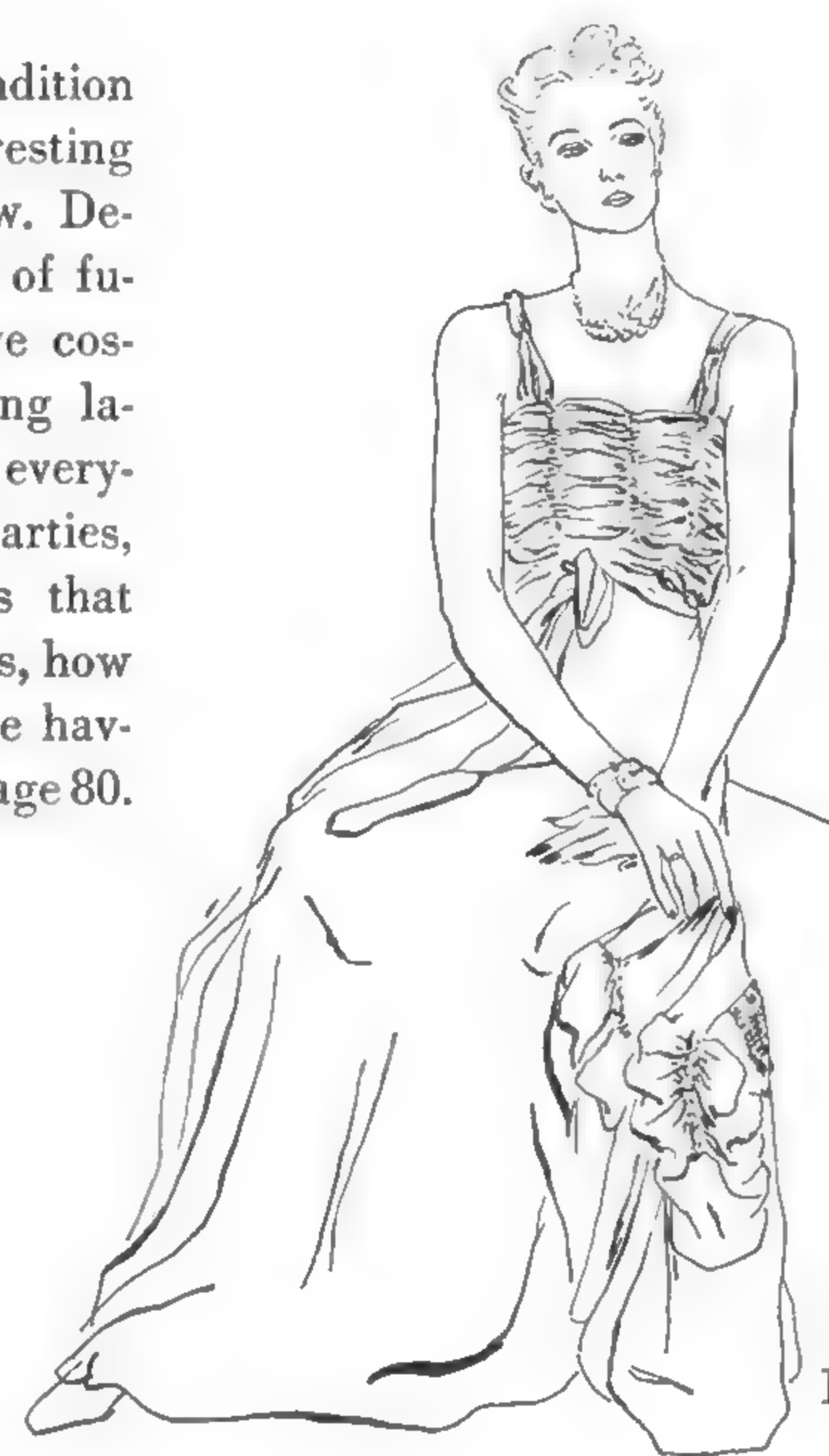
### IT STARTED IN POLYNESIA

this vogue of wearing flowers in the hair for day as well as night. Now Hollywood stars, debs, college girls, all tuck flowers in their locks with every type of clothes. You can have any flower you fancy, in any color, to match all your summer costumes. Be sure to say "Fleurette". . . 50¢

On sale at your favorite beauty salon or department store, or write to Fleurette, 132 West 22nd St., N.Y. C.

## FOR MOTHERS OF TO-MORROW

BEING in an interesting condition is, these days, also interesting from a fashion point of view. Designers have come to the aid of future mothers with fool-the-eye costumes that even non-producing ladies covet. Costumes that go everywhere—to the beach, to parties, shopping in town. Costumes that solve that problem-of-problems, how to look well-put-together while having a baby. See this page and page 80.



1. A wrap-around cut, shirred bodice, and little jacket practise deception for this blue chiffon evening dress. Saks-Fifth Avenue

2. This town-or-country dress of white-dotted green linen can be worn right up to the portals of the hospital, thanks to wrap-around lines and jacket. Bonwit Teller; Neiman Marcus; I. Magnin, California

3. Any prospective mother whose doctor has advised swimming will like this front-fulness suit of piqué, with sheltering coat, Lord and Taylor

4. Out to the Fair, or shopping in town goes this snowflake-printed dress of blue crêpe. Altman; Neiman-Marcus; I. Magnin, California



**Best & Co. says:**

**"Shut-eye cottons  
call for Lux"**

Catch your forty winks in a gown of misty cotton. It has a matching coat that ripples with lace . . . "Fine cottons need the same Lux care we advise for all fine fabrics," says Best's. "Lux has no harmful alkali—is safe for anything safe in water."

FINE STORES EVERYWHERE  
RECOMMEND

**LUX**



Hostess pyjamas, from Franklin Simon



# NAILS STAY *smart* IN SUMMER ...WITH *Revlon* NAIL ENAMEL

This nail enamel which comes in such fascinating, fashion-right colors, goes on so easily, wears so well and is so kind to nails... is a blessing to active hands (and feet) in summer. For with Revlon Cream Nail Enamel you can play in the sand, swim in the sea and bask in the sun, with supreme self-confidence. Its gay colors do not fade. Its lustre remains undimmed by salt and sand!

There could be no greater evidence of Revlon's superiority than the fact that it is used in more quality beauty salons throughout the world than any other nail enamel. These beauty salons represent a critical testing-ground. *And they prefer Revlon Cream Nail Enamel.* Smart women the world over say that Revlon is best for looks, best for wear, best for nails. You—and *your nails*—will prefer Revlon, too!

*Revlon* CREAM *nail enamel*

Lovely HELEN DOW comes of a family socially prominent in Buffalo and in Jamestown, New York, for generations. Miss Dow left Miss Porter's fashionable school at Farmington, Conn., to study dramatics in New York. Now, she is one of the famous Powers beauties... a busy photographic model. And like most famous models, she depends on Revlon Cream Nail Enamel to keep nails always at their best. Tringar 1, 2 and 3—light, medium and dark gypsy rose-red... and Amoa Red, inspired by the glamour of the South Seas, are the newest of Revlon's twenty-one fashion-right shades.

*Nail "Tips":* For fragile nails... To protect fragile nails, use Revlon's ADHERON (contains no wax) as a base-coat *under* nail enamel. It gives a hard, smooth surface to soft or ridged nails! Prolongs wear! Use as a top-coat, over nail enamel, for added lustre.







*Macy's*  
says—

### "Dine in a ribbon sweater —care for it with Lux"

Exciting to wear with your dinner skirts  
—sweaters fashioned of rayon ribbon!  
They Lux very well indeed. "But please  
don't risk harsh soaps or rubbing with  
cake soap," cautions Macy's. Any gar-  
ment safe in water alone is safe in Lux.

FINE STORES EVERYWHERE ADVISE



**MAIDEN FORM'S**  
*"Curtsey" Girdles . . . .*

*"Inter-Lude"*  
brassiere—\$1.50;  
Girdle No. 1301;  
Panties No. 1321  
—each \$2.00.

*"Chansonette"*  
bandeaux —  
\$1.00 and \$1.50;  
and Girdle No.  
1310 — \$1.00.

**THE PERFECT COMBINATION** with MAIDEN FORM'S BRASSIERES

Created by the same master-designer — of specially-named  
"Tric-O-Lastic" — these two-way-stretch girdles give the lower  
portion of the figure the same sculpture-perfect moulding as  
Maiden Form's brassieres give the bustline. In Various lengths  
and weights, girdles or pantie girdles — \$1.00 to \$3.50.

*"There is a  
Maiden Form  
for Every Type  
of Figure!"*

**Maiden Form**  
LOOK FOR THIS TRADE-MARK ON  
BRASSIERES  
GIRDLES OR PANTIE GIRDLES

**SOLD  
AT ALL  
LEADING  
STORES**  
(Reg. App. for ©)

Send for free Foundation Booklet YH: Maiden Form Brassiere Co., Inc., N.Y.

## FOR MOTHERS OF TO-MORROW



Left: A skirt that obligingly lets out  
at the sides, an infinitely concealing  
loose overblouse, a sheltering jacket  
—component parts of this green  
crêpe sports costume, printed in a  
checked pattern. Lord and Taylor



Right: A mother of to-morrow will  
wear this deceiver to bridge lunch-  
eons and teas—a wrapped dress of  
green-and-white crêpe and chiffon;  
a full jacket. Bonwit Teller; Nei-  
man-Marcus; I. Magnin, California



Left: A party dress for a lady-in-  
waiting—blue marquisette with an  
eye-deceiving lace panel and a wide,  
trailing sash. The square neck and  
puffed sleeves make it very young-  
looking. This is from Bonwit Teller



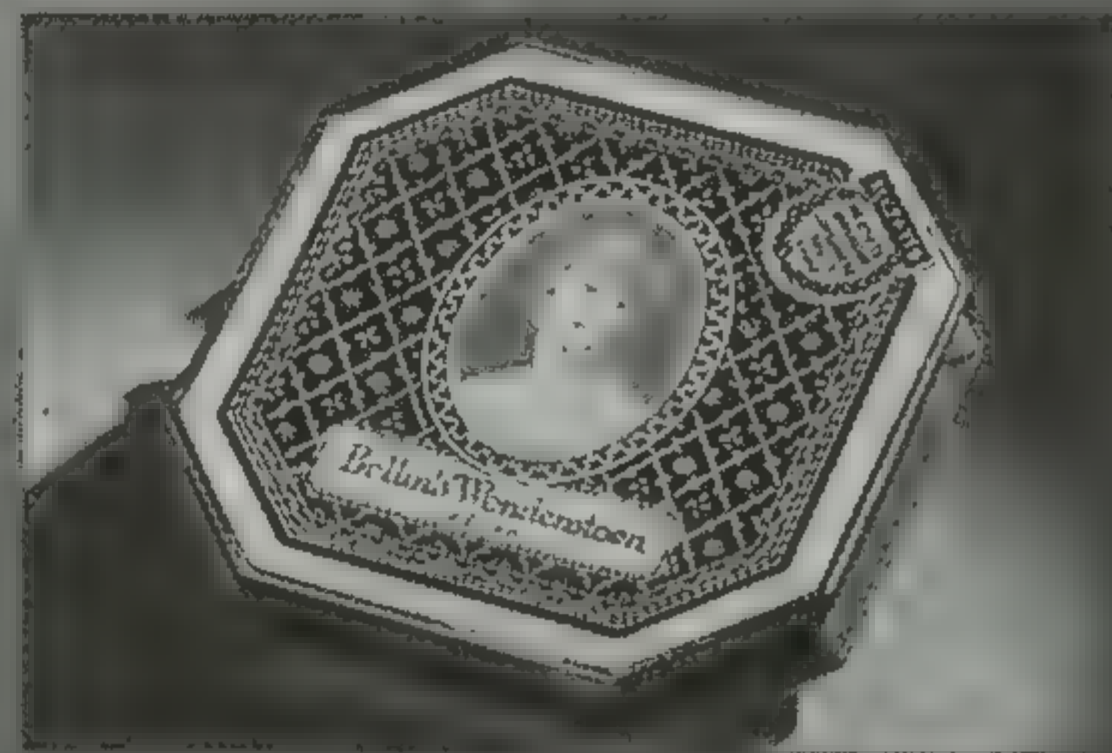
Right: As the figure goes, so goes  
this cool sleeveless dress of pale  
blue crêpe, because it wraps around.  
A jacket—invaluable deception—  
tops it off. This is at Bonwit Teller;  
Bullock's-Wilshire, Los Angeles



**BELLIN'S****WONDERSTOEN****Dry-Method***The Magic Hair Eraser*

**F**or over 30 years smart women everywhere have been using Bellin's WONDERSTOEN Dry-Method to erase unsightly hair because they know this magic rose-tinted disc is safe...odorless...easy to use. Convince yourself it is the hair remover you have always longed for. Try it to-day. Merely rotate WONDERSTOEN on arms, legs or face and presto! Unwanted hair is instantly erased. No mess, bother or waiting. No heating, mixing or pulling. Carry it in your purse...use it anywhere without fear of offending. WONDERSTOEN does not contain any harmful chemicals. Physicians recommend it...Parents' Magazine approves it. WONDERSTOEN lasts many months...costs a trifle per application.

*On Sale at Drug and Department Stores*



WONDERSTOEN de Luxe size for arms and legs, \$3.00  
WONDERSTOEN Facial size for chin, cheeks, lip, \$1.25

**BELLIN'S WONDERSTOEN COMPANY**  
1140 Broadway New York City

*Write for fascinating booklet "V"*



# TO Europe

WITH HAPAG-LLOYD  
ATLANTIC COMMUTERS

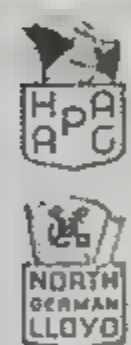
ENGLAND · IRELAND  
FRANCE · GERMANY

Swift crossings, cosmopolitan companionship in smart Sun Deck Restaurants, service superb in every detail are enjoyed by those who travel with the Hapag-Lloyd Atlantic Commuters on

Swift Lloyd Expresses

**BREMEN**  
**EUROPA**  
**COLUMBUS**

Leisurely S. S. BERLIN



Your Travel Agent, or

**HAMBURG-AMERICAN LINE**  
**NORTH GERMAN LLOYD**

57 Broadway, 671 Fifth Avenue, N. Y.

Offices and Agencies in Principal  
Cities of United States and Canada

## CAST ON THESE SWEATERS



Long-waisted, widely ribbed, fitting snugly down over the hips, a cardigan to top off a pair of slacks (if you're slim enough). Knit it of Fleisher's Hobnail Sport yarn. Bloomingtondale will supply the wool and directions; or send a self-addressed, stamped envelope to Vogue for *directions only*



Over long skirts or short, this scant, bodice-like sweater holds its own. The oval neck is an ideal frame for heavy jewellery. You can get the yarn—Bear Brand Caledonian Zephyr—and directions at Sara Hadley; or send a self-addressed, stamped envelope to Vogue for *directions only*



For a brisk day in the country—this short, shell-stitched cardigan. Crocheted buttons to match add that Professional Look. Ask for Beehive Imported Fair Isle Shetland yarn and directions at Alice Maynard; or send a self-addressed, stamped envelope to Vogue for *directions only*



The perfect complement to a casual dinner-skirt—this hip-bone length sweater of Bear Brand Cobble Crêpe Wool, with a tinsel thread running brightly through it. Macy's has the whatwithal, and the directions; or send a self-addressed, stamped envelope to Vogue for *directions only*

# TO Europe

WITH HAPAG-LLOYD  
ATLANTIC COMMUTERS

ENGLAND · IRELAND  
FRANCE · GERMANY

Express schedules, a continental charm all their own, cuisine that leaves nothing to the imagination invite new thousands yearly to join the Hapag-Lloyd Atlantic Commuters on

Hapag "Famous Four" Expresses

**NEW YORK**  
**HAMBURG**  
**DEUTSCHLAND**  
**HANSA**

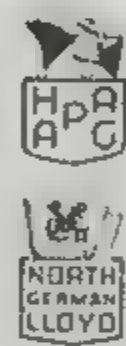
Leisurely M. S. ST. LOUIS

Your Travel Agent, or

**HAMBURG-AMERICAN LINE**  
**NORTH GERMAN LLOYD**

57 Broadway, 671 Fifth Avenue, N. Y.

Offices and Agencies in Principal  
Cities of United States and Canada



## A SCHOOL Idea for FAIR goes

If you're going to the Fair—either Fair—why not solve your school problem at the same time, by stopping off to visit one or more schools en route?

This summer gives you an excellent opportunity to do some advance investigating. There's no better way to be sure you are making a wise selection than to visit the school yourself—talk with the headmaster and his staff—see the physical equipment and absorb the atmosphere of the school and its environment.

We suggest that you study Vogue's School Directory in this issue—write to the schools that interest you most—and plan to visit one or two of them. We'll be glad to help you—to supply information, plan itineraries or make appointments that will enable you to make most efficient use of your time.

To parents who come to New York for the World's Fair, we offer a special word of welcome. Don't hesitate to call upon us with your problems—by letter, telephone or in person!

**VOGUE'S SCHOOL BUREAU**  
420 Lexington Avenue  
New York City

## How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

### Prices of Vogue Patterns

265	. . . . .	\$2.00
266	. . . . .	2.00
267	. . . . .	2.00
S-4148	. . . . .	1.00
S-4149	. . . . .	1.00
S-4151	. . . . .	1.00
8408	. . . . .	.75
8416	. . . . .	.60
8427	. . . . .	.50
8428	. . . . .	.60
8429	. . . . .	.50
8433	. . . . .	.75





*A dream within a dream . . . the vision-like charm of Miyajima: the "floating" torii and shrine of Japan's sacred island dedicated to eternal tranquility.*

## Rich Heritage of Beauty

Rich . . . and rare. Probably in Japan alone can you find the treasures and traditions of 26 centuries so well cherished and preserved: a heartening revelation to her visitors.

Japan's scenic beauty will delight you. It's a sequence of charming surprises. Placid lakes, rushing rivers, rugged hill-tops plunging headlong to the sea. Blossoming gardens tinkling with the bells of time-locked pagodas, the ripple of waterfalls.

How thrilling to discover for yourself this varied, colorful

landscape . . . immortalized through the ages by Nippon's artists. How amazing to see here today the very scenes they've pictured in mellowed prints and paintings . . . the weathered stone lanterns, arching bridges . . . shrines, temples . . . cults, crafts and customs known to their ancestors in medieval Japan!

Visit this romantic country that has not forgotten to provide you with the comforts, the conveniences, the pleasures of your own Western land . . . amid the pageantry of the past.

BOARD OF TOURIST INDUSTRY • JAPANESE GOVERNMENT RAILWAYS

For illustrated literature on Japan, apply to your travel agent or write to Japan Tourist Bureau, 551 Fifth Ave., New York, N. Y. 1151 S. Broadway, Los Angeles, Calif.

★ Visit Japan's Pavilions  
New York and San Francisco  
Fairs.



# Japan



## PARIS — NOW

## LOOKING



Australia's  
Young Generation

Discover  
THE  
**Brighter  
Side**  
DOWN UNDER



Life at its sunniest uncovers as you relax your way through the most carefree countries on earth...Hawaii, Fiji, New Zealand, Australia. Sail from Vancouver and Victoria.



Quaint Maori custom of touching noses. On a 51-day New Zealand tour, you'll have 16 days ashore with expenses paid. \$455 up Cabin Class. Your agent or Canadian Pacific.

THE LOW-COST ROUTE

**Canadian  
Australasian**

TRAFFIC AGENTS  
CANADIAN PACIFIC

(Continued from page 25) demonstrations, and miscellaneous mayhem on the part of workers parading in from the industrial suburbs. The other great symbol of the First of May—the little bunch of lilies-of-the-valley, given as a wish for happiness—was everywhere in evidence.

The press has also done its bit in the line of propaganda. Ever since Munich, with its usual masterly touch, the Government has worked to create a mystic of Empire. One speaks no longer of the French colonies; one speaks of the French Empire. You may not think of forty million Frenchmen facing ninety million Germans. You must think of the united front of France, plus Algeria, Morocco, Cameroun, Madagascar, Senegal, Soudan—whose assorted millions have been framed with genius into the French military machine.

If this Empire talk aims to make the French self-confident, it is also done to give the possible enemy pause. France knows that she can most certainly count on a half-million African troops. It is with malice that the French have garrisoned the Italian frontier with Senegalese. For, if the little French peasant boy in uniform always manages to look a bit as if he were "playing soldier," not so the Senegalese; he is a Raemaekers' cartoon of the loose-lipped God of War.

With this in mind, France has become very Empire-conscious. Daladier's visit to North Africa—an "Empire Fortnight" of window-displays in all the Paris shops—the weekly news-reels—the serious or dramatic photographs in the illustrated weeklies...it is all the pleasantest form of persuasion, and nobody minds propaganda so becomingly disguised in turban and bur-nous.

PARISIAN PLEASURE

While all this has been going on, Paris goes its own charming way. Visitors flocked to Paris in thousands during the spring holidays. They somehow expected no sun to shine, the chestnuts not to bloom again. They were stunned to discover much life and not a little happiness, with no exterior sign of concern, threat, or nervousness.

Mrs. Harrison Williams is a staple Paris figure now, but it's significant of Paris general good spirits that all the other usual visitors are back: the Duke and Duchess of Windsor, Mrs. Geoffrey Gates, Mrs. Amcotts Wilson, the Hon. Mrs. Pleydell-Bouverie, Mrs. Armstrong Gwyn, Lady Charles Cavendish, Mrs. John Marriott, et al. Paris is still here, so why not enjoy it? The Central Europeans certainly are, the women's pretty faces can stay prettier and stand more late hours than Parisians, and then they have a special talent for fun.

The beautiful Princess Starhemberg, whose husband once was a power in Austria, is one of the dozen lovely Central Europeans who have brought their gaiety to Paris. Now the Princess, who was famous herself as Vienna's charming actress, Nora Gergor, is doing a film with Jean Renoir.

All the women are interested in politics, especially Madame Suzanne Schreiber-Crémieux, one of those pink-cheeked, young, white-haired beauties, who is the Secretary of the Radical Party, and considered a power to contend with in French politics. If French-

women could be other than sub-rosa politicians, she would probably be a Madame Frances Perkins.

"ONDINE"

Paris is amused with Tchelitchev's décor and costumes for the new Giraudoux play, "Ondine," which seems just as important as startling décors always seem in Paris. "Ondine" not only seems important, but is important. The text is as full of superior wit combined with poetry as Giraudoux's "Amphitryon 38." This time, it is definitely fairy-tale, about a water-sprite called "Ondine." However, Giraudoux weaves his plot in and out of a Grimm's fairy-tale drawing-room, with magicians giving you optic views into the future and producing rain, lightning, castles, or whatever, by a mere snap of the fingers.

Madeleine Ozeray is a disconcerting water-sprite who keeps babbling truths; and who really looks like the blond princess out of the fairy-books. Jovet, who plays the knight, is France's favourite poker-faced actor, and the audience is perfectly willing that his stage companions attribute to him physical qualities which are notably lacking; the audience is there to applaud his acting.

Tchelitchev's sets and costumes revive your fairy-tale memories—he has managed to insert a beautiful amount of perfidy into the courtiers' clothes. The second and third acts have fine *trompe l'œil* architecture—very Veronese—and the mechanical tricks that go on in the second act show you how dangerously near to movies the stage is becoming.

The Bal Tabarin has turned into an all-champagne music-hall, which is packed to the ceiling every night and twice on Saturday. Even three years ago, the ringside seats were held for the dressed-up toffs who paid for champagne and never deigned to dance. Now, even in tails, you can't get in after eleven. The show is superb; the management having put over a million francs in unusually good undressed costumes. The snake dancer hasn't a bone as far as we could tell, and twists herself into knots without being repulsive.

AND SO PARIS

And so Paris goes to-day. Paris doesn't change—why should it? It is still inspiring to cross the beautiful place de la Concorde, the Bois is still a cool green retreat, there are still new *bistros* to be found, there is still—in a word—Paris.

The very realism and rigid individualism that make it difficult for the French during times of peace and prosperity to rally together are the strongest weapons of defence when anything they have is attacked. Every Frenchman thinks of France as his own particular garden-patch, with a huge "no trespass" sign on it. There is none of the Wagnerian idealism that makes a potential Wotan out of every schoolboy, but there is a fine ability to face facts—even if these facts happen to be guns. The French have the most enviable country in Europe with everything in it, and no sensible Frenchman labours under the illusion that it can be kept without sacrifice.

(Continued from page 63) Mrs. Jean Shepard, Director of Executive Personnel at Lord and Taylor and author of *Human Nature at Work*: "A girl who wears a simple, well-cut dress and accents it with an unusual, well-chosen hat shows that she is alert to what is going on around her."

Perhaps you want a position as a secretary, or selling in a department store, for the starting-point of your career. Better stay on the safe side, the dark-costume-with-a-touch-of-white side, if you want to find yourself behind a typewriter or counter. The second costume on page 62 is a classic job-hunting uniform, infallible with any employer. Be sure, however, that your white touches are white—even if you have to wait till you get in the elevator to put your white gloves on. Here's what three important job-givers say:

Mr. Edward O'Rourke, Director of Executive Placement and Training at Macy's: "For a girl who wants a selling position, I believe conservative clothes are best. For instance, dark dresses with white somewhere on them. Since personal taste is often the only means of judging whether an applicant has taste, it is important that she choose something suitable to her own personality."

Mr. McEnery, Store Manager and Personnel Director at Bonwit Teller: "The clothes question is one of inherent good taste. The applicant should be conservatively dressed, perhaps in a dark blue or black suit or dress with white on it. Her hat should be smart, but simple."

Mrs. Mary Narodny, Personnel Director of De Copet and Doremus, a brokerage firm: "Business offices lean definitely to the conservative side. Employers shy away from an overdressed applicant. For a secretary, the plain dark costume with touches of white is forever good."

Perhaps you want a job where you deal directly with people—in a book-shop, for instance, or at a reception desk, or teaching. Here it's legal to be a little less strict, a little prettier—because people will be noticing you as a person; your dress and your face. On page 63, a striped silk dress that indulges in deliberate flattery—via the shirred bodice, the minute white collar. Look, then listen:

Miss Slifer, of Altman's Book Shop: "A girl who wants a position in a book-shop should apply looking the way she would if she were already employed. No extreme fashions, but, on the other hand, nothing prim. A costume that is fairly classic, and yet attractive, is best."

Miss Helen Parkhurst, Head Mistress of the Dalton School in New York: "I notice immediately whether or not a prospective teacher is well dressed without being conspicuous. Attractive clothes are important—children definitely respond to them."

All this should, if you are the bright young girl we think you are, leave you with a clear mental picture of the physical picture to present. Now, we are just going to run over a few classic pieces of advice—advice which many girls know, and many forget.

Have a dress-rehearsal for your interview, to make sure dress and accessories tie together.

Don't wear anything brand-new—you're likely to feel self-conscious.



## FOR A JOB?

Cut all slang out of your conversation three weeks beforehand, so that you won't slip up with a "swell" or an "uh-huh."

Take samples of what you've done. If you write, take clippings—even if from your college newspaper. If you draw, bring sketches. Employers get cross if they have to send you back for your work.

Be on time for the appointment—not early, and not late.

Enter the office with assurance, sit down with assurance, and begin the interview.

Don't look theatrical—no Garbo eyelashes, no Lombard hair, no Crawford lips.

If the interviewer wants to draw you out, be drawn. If she wants you to do the talking, be ready to talk.

Avoid like the plague the pathetic approach. It's embarrassing, and it is in very bad taste.

Have a clear idea of what the organization does, so that you can talk intelligently about it.

Give the employer a detailed, typewritten outline of your background, education, and experience.

Pay attention to grooming. You may have heard this so often you're deaf to it, but nails, stocking seams, teeth, hair, complexion, and so on get noticed and may swing the balance in your favour or against you.

Don't try to lure a male interviewer. Wistful-little-girls make hard-working business men slightly ill, and sirens with transparent blouses or low V-necks make them uncomfortable. They get these strategies every day, anyhow.

Don't giggle every time the interviewer says two consecutive words. Don't giggle.

Let the interviewer bring up the question of salary.

Never try to pin an employer down. He may be trying to ease you out gently.

Don't utter frazzled-edged clichés. Never say:

"I have no experience, but I have awfully good taste."

"I just love your magazine." (Or your store, et cetera.)

"I buy all my clothes at your store."

"But I need the job!"

"I want an executive position."

"I didn't like the last place I worked."

"I left for personal reasons."

"I know so-and-so." The bully approach.

"I designed all my own clothes in college."

"My friends think I dress terribly well."

"I've thought it all over, and I've picked your store." (Or magazine, etc.)

"I just know I can write."

"I like clothes."

"No, I don't want a career, I just want something to do with my time."

"I'll do anything."

"My class voted me Most Likely to Succeed."

"The Advertising Game."

"The Fashion Racket."

We give you our blessing. We hope you grow up to be a big executive, with three secretaries, a dictaphone, and applicants to interview, yourself.

## "COME TO LUNCH ON SUNDAY"

(Continued from page 61) and cold custard in a second.

MRS. C. ARTHUR COMSTOCK finds that many of her Californian dishes are favourites in the East in summer, although every one who has ever entertained or been entertained in California bewails the lack of the grills that make outdoor entertaining so pleasant. As a first course, Mrs. Comstock has discovered excellent tamales that can be bought in jars minus the usual hash, to be combined with a meat sauce made at home. An alternate to this is baked white onions and baked tomatoes scooped out and filled with fresh corn and grated cheese sauce. Following this would be a ham or chicken mousse and a delicious salad made of cold cooked macaroni, cabbage, and mustard mayonnaise. Hard rolls, split and buttered, then toasted and sprinkled with paprika, are passed during the meal, and for dessert, large prunes cooked without sugar are served with strained custard sauce. An especially good fruit compote is peeled peaches and mangoes, apricots, and fresh figs.

MRS. RAYMOND LOEWY reproduces the specialties of her house outside Paris for her summer luncheons at Port Washington. Her *crêpes farcis* are delicious—tiny unsweetened pancakes stuffed with chopped ham, mushrooms, and chicken, covered with bechamel sauce and a mixture of grated Parmesan and Swiss cheese, and browned in the oven. Following this might be an aspic of seafood with vinaigrette sauce, to which chopped watercress is added, and a jardinière of fresh vegetables. For dessert, strawberries soaked in sugar and kirsch on a bed of pineapple ice.

MRS. INGRAM MERRILL has a complete service of wooden plates, bowls, and bone-handled knives and forks for her outdoor luncheons. She seats her guests at specially made wooden tables, decorated with baskets heaped with garden vegetables and carafes of red and white wine. She begins her luncheon menu with hot or cold clam broth, followed by cold pot roast with a creamed horseradish sauce and whole baby okra. An alternate to the roast might be Swedish meat balls with a sour cream sauce and shredded cabbage served with sliced cucumbers, which have been soaked for two hours in iced salt water, then marinated in vinegar, sugar, and pepper. Wicker baskets of bread and toast are passed, and dessert might be raspberry water-ice surrounded by halves of fresh pears, or strawberries frozen in champagne, which can be easily prepared in an electric refrigerator.

MRS. CHARLES SCHWARTZ makes a point of planning brief menus for her luncheons and making them so perfect that no one ever forgets them. She has her luncheon tables on the lawn, covered in pastel linens with appliqué flowers, and usually uses her beautiful Waterford glass. Butter is pressed in flower or animal forms, and she always has long, narrow corn-bread sticks, served piping hot. All the food is passed, and a typical menu might include an entrée of egg patties or sweetbreads. The egg patties are pastry shells lined with Virginia ham paste, in which a poached

egg is placed and covered with Hollandaise sauce.

The green salad includes Boston lettuce, endive, romaine, field salad, celery knobs (boiled and cut in cubes), and tomatoes. The French dressing, made with cider vinegar and Italian oil, includes a minute quantity of grated onion and the yolk of a hard-boiled egg. This, with cheese, makes a separate course, followed by an apple-sauce pudding mould, surrounded with stewed fruit. During lunch, chilled white wine, with White Rock and sprigs of mint, is passed.

At the WILLIAM PALEYS' in Manhasset, there are always several tables—one large one, and others to seat six or eight—covered with coloured handkerchief linens, with lovely porcelain vegetables in the centre. Huge silver trays of Martinis, Old-Fashioneds, sherry, Dubonnet, and red and yellow tomato-juice are passed, and a bar table is set up where people order Scotch and soda or Coca-Cola. A typical menu might be hot or cold *madrilène*, spaghetti with tiny meat cakes, a mixed green salad, and *zabaglione* for dessert.

Mrs. Paley has French bread prepared in a special way, the long loaf cut down in two-inch sections, but not entirely through, a lump of butter inserted between each, and the whole loaf heated in a hot oven and served piping hot. Red and white wine are served through luncheon, as well as iced tea with fruit—melon balls, whole fresh peaches, pineapple, or, if possible, whole fresh figs.

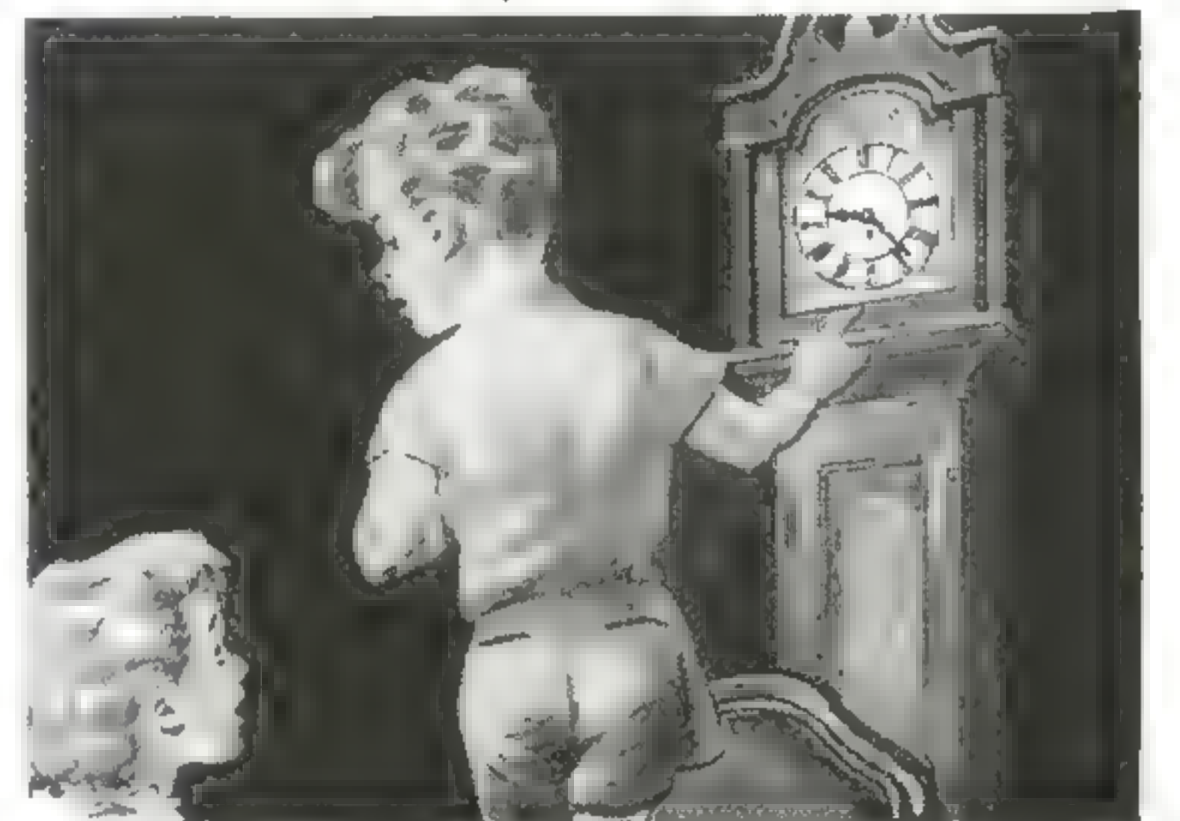
When MRS. FREDERICK MOSELEY has people for buffet lunch at Far Hills, she has little tables covered with gay plaid cloths, set out on the terrace, and a buffet serving-table with a pair of old French copper scales in the centre, heaped with flowers or fruit.

With Martinis and Old-Fashioneds, Mrs. Moseley has wedges of shad roe in bacon or tiny codfish balls and raw bits of cauliflower with Russian dressing. Soup is already at the table, usually a strained, cold, clear vegetable soup, which is delicious and unusual, and baskets of French bread. The main course may be baby hamburgers in a brown sauce or a halibut-and-macaroni dish, which is a specialty, with a mixed green salad and a second salad of uncooked vegetables. A favourite dessert is hot poached peaches served with an apricot sauce and oatmeal cookies, or iced stewed strawberries. Rhine wine and White Rock are poured into glasses holding ice and a sprig of mint.

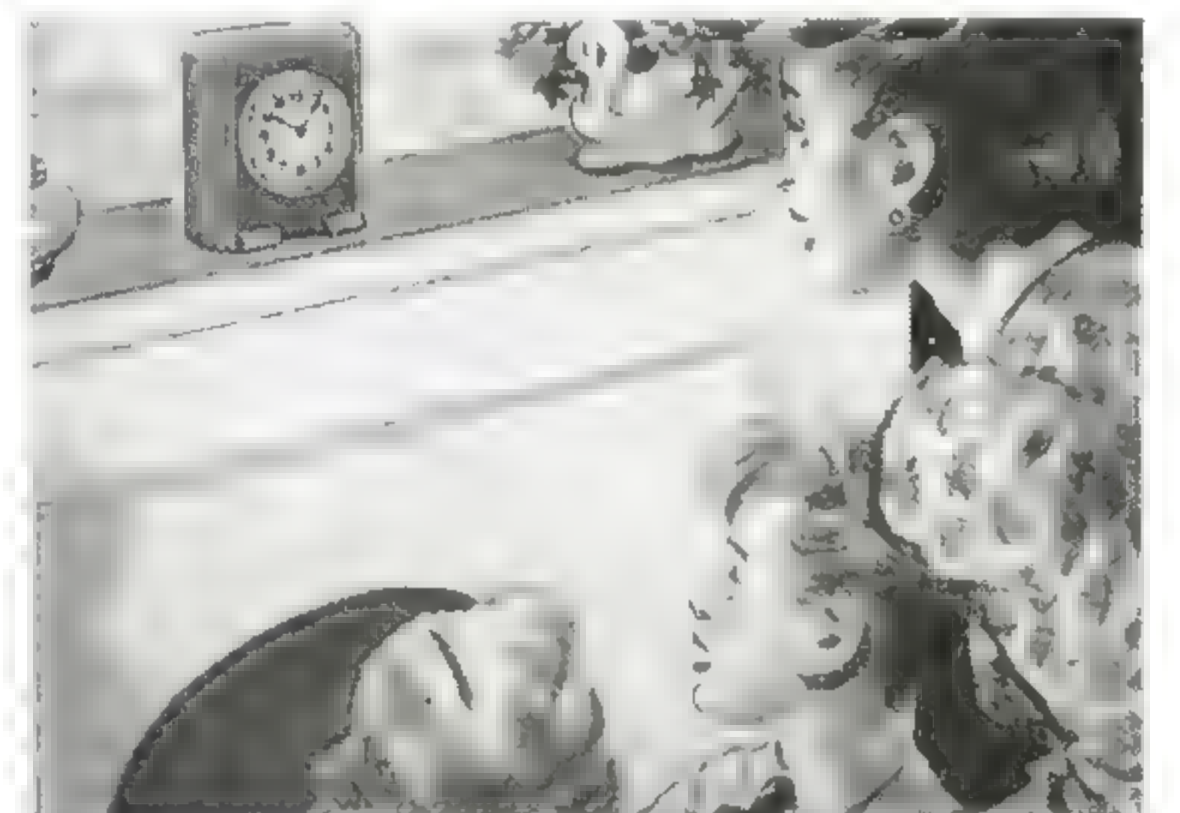
*Addenda.* MRS. WARREN PERSHING, at her summer place outside of Saranac, serves a delicious dessert of a mound of lemon ice, the top encrusted with cherries. MRS. CARROLL CARSTAIRS has doilies made in Tunisia of woven stripes of gold, in sizes for plates, glasses, and finger-bowls. At Glen Cove, MRS. ROBERT HITT, who serves her guests on her porch—white iron furniture, blue-upholstered, with blue-and-white striped table-linens—has a special dessert of butter pecan ice-cream bought at the local store and made into mousse with the addition of sherry and crushed macaroons. She serves champagne (an inexpensive variety) in high-ball glasses with ice in them.

BERTINA FOLTZ

## "Why IS Mamma a copy-cat?"



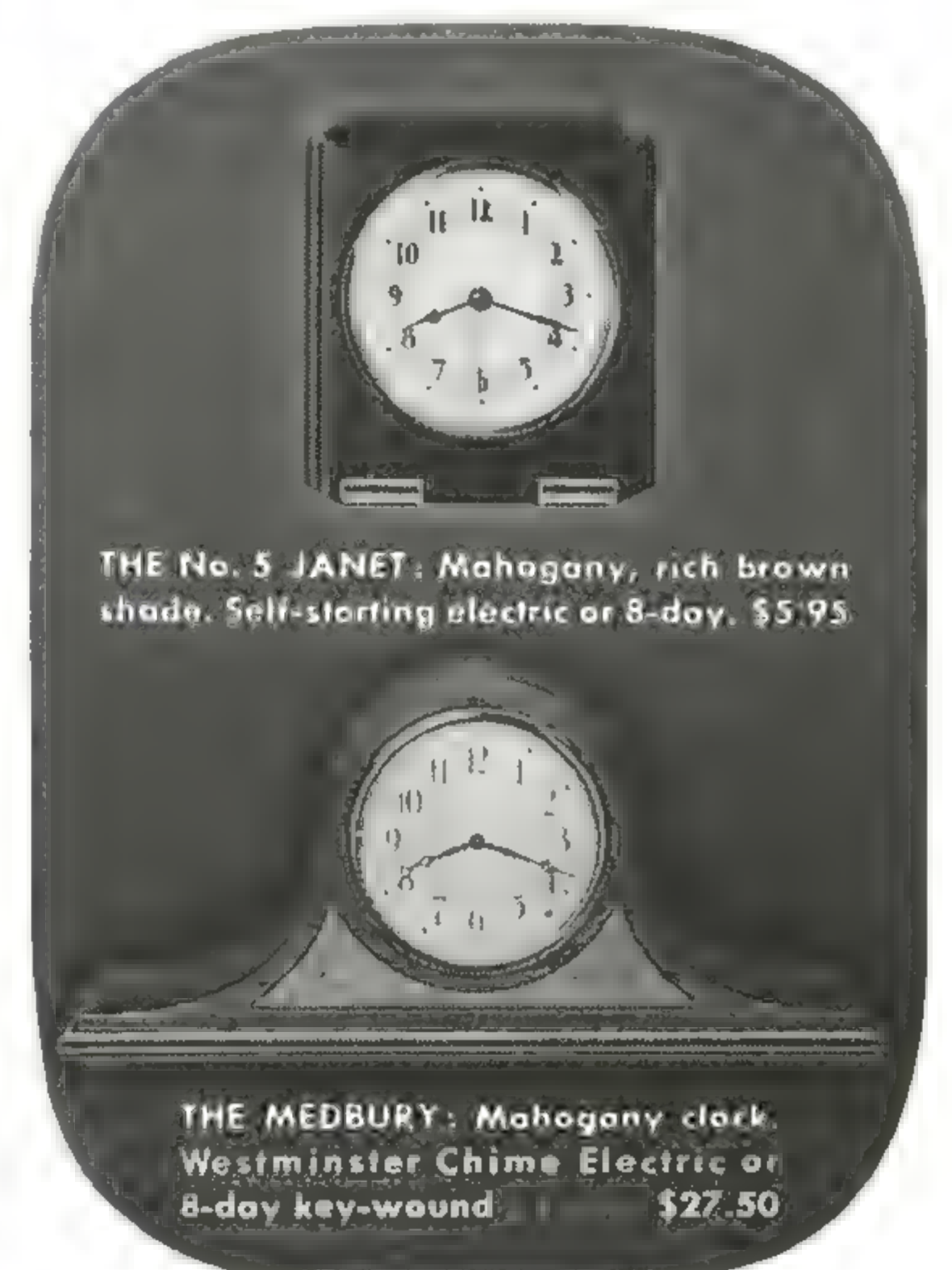
"Shh! It's a secret. See those letters on grandfather's clock? They spell S-e-t-h T-h-o-m-a-s. That's the same name as on that new clock Mamma just bought! So Mamma's a copy-cat . . . COPY-CAT!"



LATER . . . "Yes, children, your mother's glad to be a copy-cat. When I was your age I used to listen to grandpa's clock by the hour. I've always said faces and fashions may change, but time won't—with our family it's Seth Thomas clocks then—and now."

### MODERN CLOCKS WITH 125 YEARS OF FINE CRAFTSMANSHIP

COMBINE beauty of design with the precision workmanship of old-time clock makers and you have modern Seth Thomas clocks. They're perfect gifts to give to others . . . and to yourself. The clocks illustrated are fine clocks for today, and they fit into almost any decorative scheme. Send for illustrated booklet on Seth Thomas clocks. If your jewelry or department store does not have the clocks shown here, write direct to Seth Thomas Clocks, Dept. BB, Thomaston, Conn., a Division of General Time Instruments Corp.



SETH THOMAS  
*Clocks*  
FOR EVERY ROOM

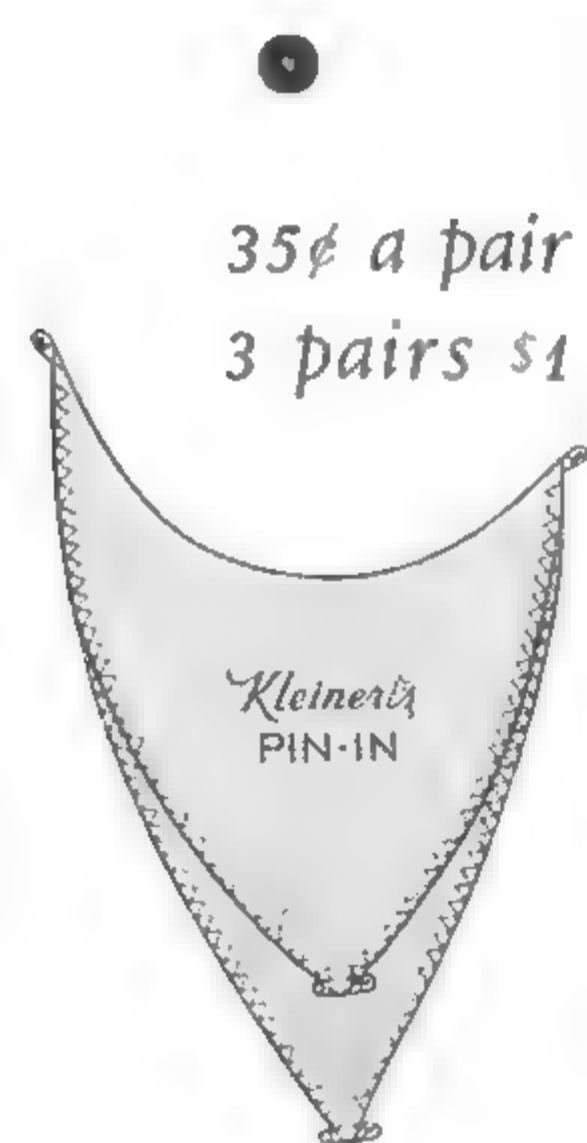
KEY-WOUND AND SELF STARTING ELECTRIC





—a genuine  
*Kleinert's*  
*Dress Shield*  
would have  
saved it!

Nothing you can do to the underarm is such *sure* and *safe* protection as Kleinert's Dress Shields in the dress itself! But be certain to use genuine Kleinert's Dress Shields—they are guaranteed not only by Kleinert's but by Good Housekeeping as advertised therein.



**Kleinert's**

T. M. Reg. U. S. Pat. Off.

Prices slightly higher on the Pacific Coast and in Canada  
TORONTO • NEW YORK • LONDON

## URNS WITH A GOURMET

PEOPLE are always going around talking about the fine points of drinks and drink-making, but all too little attention is paid to the things that are served with drinks. One of our cherished memories is of a gentleman we saw only once, who, on being confronted in a bar with a bowl of wilted potato chips as an accompaniment to a dry Martini, gave the offending bowl back to the waiter, asking that it be returned to the management with his compliments.

Another offering that is no less of an insult is a tray of some-things-on-toast that look like the painted foods you used to have in your doll house, and taste as those undoubtedly would have tasted if you had eaten them.

### HOT AND PERFECT

With all this in mind, it is very pleasant to have a simple, delicious tid-bit passed to you with your drink, especially when you discover it is something you can also order to be served at home. We found one recently in the diminutive bar of Henri's restaurant on East Fifty-Second Street. This is a little toasted cheese bit that appears, hot and perfect, with drinks. Even in summer, it is nice to have one very simple hot canapé in your cocktail fare, at home or abroad, and we found that these cheese bits can be delivered to your house, in rolls to be sliced down (about six sections to a roll) and browned on both sides under the flame. Henri is very amiable about deliveries, and, if you order these in the morning, they will be on hand by cocktail time, provided you live in the metropolitan area. The rolls will also keep fresh for two or three days in the ice-box.

Of course, Henri is famous for ices and mousses, and two superb choices for the first-hot-night dessert are a crushed fruit mousse, which is coated with strawberry ice-cream, and a mould of coffee ice-cream mixed with whipped cream, which is like a coffee parfait. Either of these can be ordered in sizes to serve six, nine, or twelve people.

### WITHOUT BENEFIT OF ALCOHOL

Ices and fruit remind us of one of the best and most cooling non-alcoholic drinks we ever had. We first drank it at Schrafft's and have been serving it to thirsty guests ever since. It is a limeade with Schrafft's fresh raspberry ice in it. You make the limeade with fresh limes, finely shaved ice, and carbonated water, slightly sweetened, then add a ball of the raspberry ice, and the shell of half a lime which has already been squeezed. It looks like a picture, too.

Another Schrafft's idea is an orangeade with orange ice and a sprig of mint. The fruit ices come packed in dry ice, so they stay frozen for a long time.

Schrafft's cookies, especially the oatmeal and chocolate nut varieties, are a good idea for summer afternoons and buffet meals, when a cake seems too sweet. They are fairly substantial (Continued on page 83)

## WRITE FOR THESE BOOKLETS

You can simplify your shopping and learn more about many products advertised in Vogue by writing to the addresses listed below for these booklets. They're all free unless otherwise indicated.

### Wardrobe

STARS UNDER THE SUN is a new booklet illustrating the latest Sacony fashions—slacks, play-suits, bathing-suits, and dresses. It will prove a real help in planning your vacation wardrobe. S. AUGSTEIN, DEPT. V, 1384 BROADWAY, NEW YORK, NEW YORK.

MAIDEN FORM FOUNDATIONS are pictured in a new booklet showing brassières, and "once-overs," beautifully made all-in-one foundations. MAIDEN FORM BRASSIERE CO., DEPT. VH, 200 MADISON AVENUE, NEW YORK CITY.

EVERFAST PLANS YOUR PLAYTIME WARDROBE in a new booklet full of colour photographs of the charming clothes made in Everfast fabrics. EVERFAST FABRICS, INC., DEPT. V, 40 WORTH STREET, NEW YORK CITY.

INTIMATE FASHIONS IN VOGUE is the title of a new booklet showing Vanity Fair's nightgowns, panties and bandeaux in a new striped rayon fabric, "Tisket." VANITY FAIR SILK MILLS, DEPT. V, READING, PENNSYLVANIA.

UNDERNEATH IT ALL—A VASSARETTE. The latest Vassarette girdles and pantie-girdles are pictured in a new booklet. For your copy, write VASSAR COMPANY, DEPT. V, 2553 DIVERSEY PARKWAY, CHICAGO, ILLINOIS.

RECIPES FOR FIGURE BEAUTY is the new Le Gant booklet that illustrates foundations for all figure types. WARNER BROTHERS, DEPARTMENT V, 200 MADISON AVENUE, NEW YORK CITY.

### Luggage

WHAT TO TAKE AND HOW TO PACK IT is Wheary's booklet that contains many tips on travelling necessities for sea voyages, airplane and train trips. The beautiful Wheary luggage is illustrated. WHEARY TRUNK COMPANY, DEPT. V, RACINE, WISCONSIN.

### Household Linens

GUIDE FOR THE BRIDE is Wamsutta's new booklet, rich with information for the bride, or any woman selecting linens. It tells you how many sheets and pillow cases are needed for various households, small, large or in-between. WAMSUTTA MILLS, DEPT. V, NEW BEDFORD, MASS.

### Beauty

GLAMOUROUS HANDS is Barbara Bates' booklet that gives directions for her manicure beauty treatment. Prices of the basic manicure preparations are given. BARBARA BATES, DEPT. V, 565 FIFTH AVENUE, NEW YORK CITY.

EARLY AMERICAN TOILETRIES by Shulton are scented with "Old Spice" and attractively packaged in wood veneer boxes. SHULTON, INC., DEPT. V, 358 FIFTH AVENUE, NEW YORK, NEW YORK.

HAIR—ITS CARE AND BEAUTY is an authoritative booklet by the famous Ogilvie sisters on care of the hair, so important during the summer months. OGILVIE SISTERS, DEPT. V, 227 EAST 45 STREET, NEW YORK CITY.

GLAMOUROUS MAKE-UP concerns not only the correct application of make-up, but includes a chart to help you select the best shades for your skin. HELENA RUBINSTEIN, DEPT. V, 715 FIFTH AVENUE, NEW YORK, NEW YORK.

### Watches, Clocks

LADY HAMILTON AND HAMILTON WATCHES are illustrated in a new folder. HAMILTON WATCH CO., DEPT. V, 957 COLUMBIA AVENUE, LANCASTER, PA.

SETH THOMAS CLOCKS FOR EVERY ROOM are shown in their new booklet. Write for your copy to SETH THOMAS CLOCKS, DEPT. CC, THOMASTON, CONN.

GRUEN CURVE WRISTWATCHES are described and illustrated in a new folder. THE GRUEN WATCH CO., DEPT. V, TIME HILL, CINCINNATI, OHIO.

### Silver

SILVER . . . ON THE WELL-SET TABLE is Gorham's new booklet that takes you through the day, giving correct table-settings and suggestions for each meal. It has many charming photographs and useful charts. Please send ten cents to THE GORHAM COMPANY, DEPT. V, PROVIDENCE, RHODE ISLAND.

HOW TO PLAN YOUR WEDDING AND YOUR SILVER is Towle's useful booklet. It will help you select your silver pattern, and gives a little calendar of things the bride and groom should do before the wedding. For this booklet, please send ten cents to THE TOWLE SILVERSMITHS, DEPARTMENT V, NEWBURYPORT, MASSACHUSETTS.

### Travel

ATLANTIC CITY—a new brochure tells you all about the diversions at Atlantic City—varied activities to meet the tastes of all visitors. ROOM 206, CONVENTION HALL, ATLANTIC CITY, NEW JERSEY.

OUTLINE HISTORY OF THE FRENCH LINE is an interesting new booklet that tells you about the fleet (there are many photographs of these famous liners), the seamen, and the activities of the line. THE FRENCH LINE, DEPT. V, 610 FIFTH AVENUE, NEW YORK, NEW YORK.

NOVA SCOTIA CALLING is a beautifully illustrated booklet telling you all about the Canadian Pacific hotels in Nova Scotia. CANADIAN PACIFIC, DEPT. V, 344 MADISON AVENUE, NEW YORK CITY.

VISIT JAPAN—a charming booklet on Japan describes the numerous resorts, the arts and crafts of the country and her ancient customs. JAPAN TOURIST BUREAU, DEPT. V, 551 FIFTH AVENUE, NEW YORK, NEW YORK.

CANADA CALLS YOU is a comprehensive magazine-size booklet telling you many interesting things about travel in Canada—the fascinating provinces, the beautiful parks, the world-renowned fishing spots. CANADIAN TRAVEL BUREAU, DEPT. AT 339, OTTAWA, CANADA.

TRAVEL IN GERMANY is an interesting booklet full of information on the resorts, hotels, sports, railroads, planes, et cetera, in Germany. It contains a map to help you plan your trip. GERMAN RAILROADS INFORMATION OFFICE, DEPT. 31, 11 WEST 57 STREET, NEW YORK CITY.



# JUNE HOUSE & GARDEN

presents a complete 100-page guide  
to historical and present-day

## NEW ENGLAND



In full *colour* and with exclusive photographs,  
House & Garden features New England's beau-  
tiful *homes*..*villages*..*gardens* and traditional  
industries..the original sources of Early  
American *architecture* and *decoration*..  
and itineraries for the many travel-  
lers and visitors who will want to  
see *New England* this summer.

**HOUSE AND GARDEN'S JUNE DOUBLE NUMBER**

at all newsstands now, 35¢



# a *Lord & Taylor* tip . . . "Wear peekaboo gloves— give them Lux care"



Quaint lace accents your fingers—doeskin sheathes your palm. "These gloves Lux beautifully," says Lord & Taylor. "We advise Lux care for all gloves safe in water alone. There's no harmful alkali in Lux, you know."

**LUX**

FINE STORES EVERYWHERE RECOMMEND LUX



FOR COLLECTORS  
**Hobby**  
handkerchiefs

Our country 'tis of thee...fashionable America collects...Mark Twain's Mississippi, Mt. Vernon, Covered Wagon and Landing of the Pilgrims in brilliant settings against quaint floral borders . . .vivid pastels on sheerest Irish linen. Look for the label, at your favorite store.

50¢  
SERIES NO. 1

by **Burnell** NEW YORK

Copr. 1939, B. H. Corp.

## URNS WITH A GOURMET

(Continued from page 86) cookies, but they have a nice home-made taste and look.

If you are having a summer dinner-party and want little candies for the table, the tiny chocolate mints that Nata Lee makes are ideal. They are no bigger than a penny and have a sharp, cool taste. Or, if you finish dinner with a salad and cheese, pass these mints as a sweet with the coffee. Other not-sweet versions of chocolates are those Miss Lee produces in cockle-shell form, flavoured with mocha, or thin chocolate sticks with tiny bits of lemon brittle. These are delicious, and can be served in the same fashion as the baby mints, and look pretty in a shell dish. Another specialty of this caterer is dry-roasted salted nuts, meaning roasted without butter, which makes them less rich in summer. Miss Lee, whose headquarters are at 1046 Madison Avenue, is one of those satisfactory people who will take charge of any part of a party, from a single dish to the whole works.

### OUTSIDE HELP

A single course sent in from outside on the night of a party or when you have decided to show your own hand as a chef is one of those proverbial saving graces. A good one for warm weather and an unusual one, provided you haven't yet encountered it, is the Norwegian fish pudding that Sophie

Madsen sells in her little shop at 1183 Third Avenue. It is light and mousse-like and will do for a fish course or the main course of a simple meal. If you are lazy, you can use the kind of Hollandaise you can buy in a bottle, or you can order the pudding in a ring mould and fill the centre with shrimps or lobster meat. However you serve it, people will think it came straight from your own kitchen.

### MARKET NOTES

These notes require special consultation with your pet marketman, but they are well worth the effort if you can track them down.

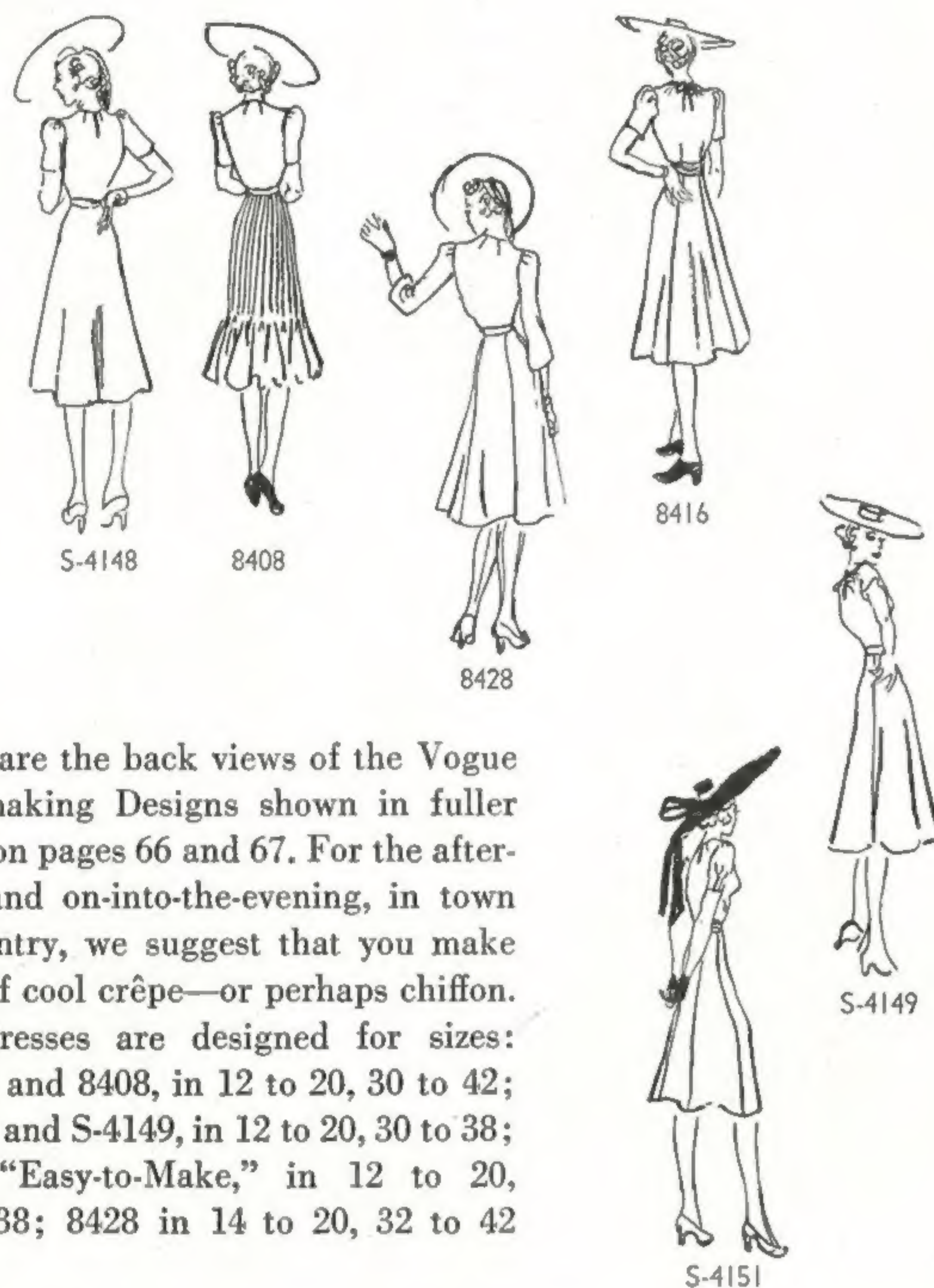
Baby lettuce—those tiny, tender leaves which first come out of the ground and which you wouldn't have the heart to pull from your own garden. But some market-gardeners will, and, if you can only get a few leaves, they are wonderful additions to a green salad. Or, if you can buy enough for a whole salad, add a little finely grated yolk of egg to your French Dressing.

Salmon roe—still available in some fish-markets, with its delicate flavour, less pronounced and with smaller eggs than shad roe.

Dwarf eggplant—the miniature vegetables found most frequently in Italian markets. Slice them down in little disks and French fry them to serve, slightly salted, with cocktails; or split and broil them.

B. F.

## DESIGNS FOR DRESSMAKING



These are the back views of the Vogue Dressmaking Designs shown in fuller detail on pages 66 and 67. For the afternoon and on-into-the-evening, in town or country, we suggest that you make them of cool crêpe—or perhaps chiffon. The dresses are designed for sizes: S-4151 and 8408, in 12 to 20, 30 to 42; S-4148 and S-4149, in 12 to 20, 30 to 38; 8416, "Easy-to-Make," in 12 to 20, 30 to 38; 8428 in 14 to 20, 32 to 42

PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT, AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 82.



JPF

Dear Chris-

In this vast and gorgeous country, I feel like Alice - after she ate the mushroom and got so small nobody noticed her at all.

Breathtaking as the scenery is, half the beauty of our trip is the Lincoln-Zephyr. Driving is so smooth and effortless we seem not to move - this theatrical backdrop is just shifted before our eyes by some unseen stagehand.



One way to measure distance is in miles. A more realistic way is by your own feelings. Judged by this second standard, the Lincoln-Zephyr cuts distances in half. Places "too far for motoring" come within range. Pleasant horizons reach on and on. The thrifty twelve-cylinder engine welcomes the long road. Comfort that soothes driver and passenger is inherent in the car's design. You'll find it a smaller world when you own a Lincoln-Zephyr. Lincoln Motor Company, Division of Ford Motor Company.

*Lincoln-Zephyr V-12*





# THE *SEE* STORY OF THE YEAR



HERE at the ocean's edge, a girl's eyes are opened to new scenic wonders. Out on the western range, a tourist scans broader horizons. In a crowded city, a mother drives her children through traffic more safely... All are enjoying a *new visibility* — the increased vision that Body by Fisher brings this year's General Motors cars... In the Pontiac pictured, for instance, it adds 412 square inches more to the total glass area — provides a windshield that is itself 30% larger... Yet this is but one of a host of ways that Fisher craftsmanship makes motoring safer, more comfortable, and more fun than ever... For Body by Fisher also gives you the silent security of Unisteel construction, the all-weather convenience of improved Fisher No Draft Ventilation, the luxury of roomier and more expertly fashioned interiors... So with all these benefits beneath its brilliant beauty, it's only natural you hear it said, "For '39, better pick the car with Body by Fisher"—which means a General Motors car, of course.

*See the General Motors exhibits at the Fairs: Highways and Horizons at the New York World's Fair, and Progress on Parade at the Golden Gate International Exposition.*



*You know "YOU'LL BE PROUD TO OWN A PONTIAC," from the moment you first appraise the beauty, comfort and security of its Body by Fisher.*



BODY BY **FISHER**

ON GENERAL MOTORS CARS ONLY: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • LA SALLE • CADILLAC